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THE NATIONAL NEWSPAPER OF MARKETING

Helene Curtis Drops Best Shop, Screens Agencies

McCann, Weiss Shares of $9,000,000 Account Reportedly Not Affected

CHICAGO, Sept. 11—Helene Curtis Industries has decided to move more than $2,000,000 in billings out of Gordon Best Co.; the company will begin looking for a successor—or successors—Monday.

Jack K. Lipson, Helene Curtis advertising manager, told ADVERTISING AGE that the Best agency will continue to handle the company's beauty division. The products to be reassigned include Suave for men and women, Shampoo plus Egg and Lentheric fragrances.

Mr. Lipson said the company would begin screening agencies immediately, and that a successor or successors would be named as quickly as possible. Agencies will not be asked to fill out questionnaires or to make formal presentations, he said.

■ "We are placing no restrictions on agencies as far as size or location is concerned," Mr. Lipson said. "We are interested in the marketing and creative capabilities of the agencies we talk to and the products to be assigned may go to more

(Continued on Page 181)

Lark Budget Gets 50% Boost; 33% Sales Gain Sought

SOUTH BEND, IND., Sept. 11—Studebaker-Packard Corp. will introduce its 1960 auto line to the public in the week of Oct. 11.

An introductory advertising campaign, said to be half again as large as last year's, will break with a *Life* ad in the Oct. 19 issue.

The media setup during the introductory period will be similar to last year's, according to D'Arcy Advertising Co., the S-P agency. Several books have been added to the magazine schedule this year, including *Look, U.S. News & World Report*, and several shelter publications.

Newspaper concentration will be heavier in some markets, and the company is reactivating many of its regional dealer groups to beef up local advertising. Only national tv planned thus far is a continuation of spots on the "Jack Paar Show" (NBC-TV).

■ Studebaker-Packard's advertising is expected to play up a more expensive line of Larks. With the Big Three auto makers joining S-P and American Motors in offering smaller cars, Studebaker-Packard this week announced that its Lark line will include a convertible (the only one in the U.S. small car field) and a four-door station wagon.

Harold E. Churchill, S-P president, said the company plans a 33% sales increase during 1960, which should give it about 3% of the U. S. auto market. #

TELLER
is for a customer
Tellers handle millions of dollars. But they are very honest. They don't get to keep many dollars for themselves. They have to count what they spend like most of us do. They also have to look nice. So lots of them bank on HOWARD for their clothes.
HOWARD
CLOTHES

PRIMER APPROACH—*This is the first newspaper ad in Howard Stores' new image building campaign, set to break Sept. 21 (see story on Page 131).*

Manischewitz Hikes Budget 25% for Fall Drive

Wine Marketer Will Spend $1,250,000 in Push; Relabels Packages

NEW YORK, Sept. 10—Manischewitz Wine Co. hopes to broaden its market this fall by promoting new ways to drink its wine. The fall budget has been increased from $1,000,000 to $1,250,000 for the campaign, the largest fall push in the company's history. *Life*, spot tv and spot radio will be used.

Originally a Jewish ceremonial wine, Manischewitz began broadening its appeal two years ago with the theme: "Everybody's

(Continued on Page 182)

FCC to War on Co-op Abuses, Kintner Warns

Hits Skirting of Rules, Asks Better Compliance with Voluntary Programs

WASHINGTON, Sept. 9—The chairman of the Federal Trade Commission served notice today that the commission has singled out co-op advertising abuses as a priority target, and that business men can expect costly consequences unless they get their affairs in order.

Chairman Earl Kintner said responsible people in advertising feel co-op abuses are "getting out of hand." He revealed that FTC currently has 68 cases under investigation, many of them in the food and appliance industries.

As a forum for his full dress discussion of the co-op problem he picked a joint meeting of the directors of the Audit Bureau of Circulations and the Advertising Club of Washington. After a detailed review of earlier co-op decisions, he pointed out that offenders expose themselves to costly private damage actions in addition to litigation at the FTC.

From the start, Chairman Kintner made it clear that he was speaking beyond the immediate audience to the entire advertising profession.

■ "My speech is going to be long and technical," he told his audience, "but I am speaking to an audience outside this room, too."

At the end he said, "Gentlemen, you have listened patiently to a lawyer's discussion which, to many of you, probably concerns dull and unromantic subject matter, far afield from the day-to-day problems on your desks.

"However, I can assure you that I do not appear here for the excellence of this lunch or for the sake of making just another speech.

"I came to suggest to you some serious and sober future reflection

(Continued on Page 186)

Kerr Rider Weakens Outdoor Ad Rule by U.S.

Amended to Decontrol Industrial Zones, Bill Advances to White House

WASHINGTON, Sept. 9—A bill raising the gasoline tax by 1¢ became the vehicle this week for a rider which takes some of the controls over the erection of outdoor boards on the new interstate highway system.

Under a special section which was tacked onto the gas tax bill in the midst of the adjournment rush, federal restrictions on outdoor advertising will not be applied on any section of the interstate system adjacent to commercial or industrial zones in an incorporated area, nor to other land used for commercial or industrial purposes under state law.

■ Similar language had been added last May to a more complicated highway financing bill, which was approved by the House public works committee but failed to reach the floor for considera-

(Continued on Page 56)

Battle of Pacific Northwest Dailies Hits Court as $7,000,000 Lawsuit

SEATTLE, Sept. 9—The trial of a $7,000,000 anti-trust suit brought by the *Tri-City Herald* against a rival daily, the *Columbia Basin News*, and the International Typographical Union opened here yesterday in federal court.

Richland, Pasco and Kennewick make up the Tri-Cities on the Columbia River in south central Washington.

Essentially, the evening *Tri-City Herald* charges that the morning *Columbia Basin News* conspired with ITU to drive the *Herald* out of business. The *Herald* asks, in an amended complaint filed just before trial opened, for damages totalling $2,208,523, plus attorneys' fees of $500,000. Under treble-damage provisions of the anti-trust laws, the total sought exceeds $7,000,000.

Defendants include Unitypo Inc., a subsidiary of ITU, and various individuals in the ITU and its locals in this state, plus Howard Parish, who was publisher of the *News* until his resignation last January, and earlier was publisher of the *Seattle Star*, which went out of business a number of years ago. The suit was filed almost four years ago, and in the intervening time extensive pre-trial depositions have been taken.

■ In his opening remarks, Carl A. Jonson, heading the legal staff for Scott Publishing Co., publisher of the *Tri-City Herald*, told the court that Glenn C. Lee, publisher of the *Herald*, and Hugh Scott and Robert Philip bought the weekly *Pasco Herald* in July, 1947, and converted it to a daily in 1948, when the Atomic Energy Commission announced a major expansion in its operations at Richland.

Mr. Jonson said that the conspiracy began when Mr. Parish and his son-in-law, James M. Bryce, an officer of the *Columbia Basin News*, in mid-1949 decided to establish a daily paper in the Tri-City area and force the *Herald* out of business or into a merger with the *News*.

■ On March 3, 1950, an ITU local struck the *Herald*, and 11 days later the *News*, which had been published twice a week, became a daily. The *News* has acknowledged receiving aid from Unitypo. Mr. Jonson said that this aid amounted to $1,500,000. Because of this aid, counsel said, the *News* has sold advertising and subscriptions at unreasonably low rates while operating at a loss. The *Herald* has continued to publish in spite of the strike called in 1950, a strike which has never been settled.

■ Sidney Dickstein, ITU attorney from New York, said in an open-

(Continued on Page 182)

Last Minute News Flashes

Clairol Names Doyle Dane for New Product

NEW YORK, Sept. 11—Clairol Inc. has made two new product assignments in the hair coloring field, one of which—an oil shampoo tint called Creme Toner—is going to Doyle Dane Bernbach, a new agency for Clairol. Foote, Cone & Belding, currently the agency on all Clairol products, will handle the other. President Richard Gelb said appointment of a second agency was necessary because of product conflicts.

Buxbaum Shifts from BBDO to Revlon

NEW YORK, Sept. 11—Sanford Buxbaum, formerly account group head on Coty and general beauty products at Batten, Barton, Durstine & Osborn, is joining Revlon Inc. as a group advertising director, a newly created position comparable to that held by William Siegel at Revlon.

Wilkins Named to AFA Post in Washington

NEW YORK, Sept. 11—The Advertising Federation of America has named Donald J. Wilkins as its representative in Washington, D. C., beginning Oct. 1. Mr. Wilkins is vp and manager of the Washington office of Erwin Wasey, Ruthrauff & Ryan. A former lieutenant colonel in the Air Force, he was influential in bringing the $1,000,000 Air Force account to EWRR. The agency lost the account last April. The "purposes behind the appointment" of Mr. Wilkins by the AFA will be disclosed later.

(Additional News Flashes on Page 181)

Rockford Hits NIAA 'Leadership Lack'; Withdraws

Calls Dues Hike 'Not Whole Story'; Can't Stop to Quench 'Brush Fire': Harty

ROCKFORD, ILL., Sept. 9—The Rockford chapter of the National Industrial Advertisers Assn. today announced its withdrawal from NIAA.

In a letter to H. A. Harty, NIAA board chairman, D. M. Morris, president of the Rockford chapter, said that "the recent increase in national dues was a factor in the decision to drop NIAA." However, he added that the leadership and assistance that should come from the national organization have been sadly lacking.

"This fact," Mr. Morris wrote, "plus differences on fundamental issues make the continuation of a strained relationship unprofitable to everyone concerned."

■ When asked to comment on the Rockford resignation, Mr. Harty told ADVERTISING AGE: "Of course, it's a little disturbing. But, as you know, we're trying to do some big things with NIAA. If we stop to fight negative influences, to mend fences, we are not going to have time to do the positive job we hope

(Continued on Page 182)

Swiss Watchmakers Hit Non-Jewel Rivals via TV Spec, Contest Drive

Marketing Group Aims to Offset Drop from Half to 33% of Market

NEW YORK, Sept. 11—The Watchmakers of Switzerland will launch a counterattack against low-price pin-lever watches next month with the biggest consumer advertising push it has ever mounted in the U. S. market.

Watchmakers, trade association of Swiss watch manufacturers, will be using newspapers, magazines, radio and television in a 60-day campaign.

Heart of the campaign is a consumer contest involving 1,000 prizes valued at $45,670. Entrants will be asked to describe in 25 words or less the difference to them between "a quality watch and a bargain watch."

The contest will be announced in 1,750-line ads running in the Oct. 6 issues of 60 newspapers in 50 major markets. It also will be promoted in page ads in *Life* and *The Saturday Evening Post* and in a 150-city schedule of spots on NBC, CBS and ABC radio stations.

■ The contest drive will wind up Nov. 29, when Watchmakers will pick up the entire sponsor's tab for a one-hour color spectacular on NBC-TV featuring awards to the best records of the year by the National Academy of Recording Arts & Sciences.

This NBC-TV spectacular will be promoted separately in magazines and newspapers, along with a premium offer. Coupons will be available in jewelry stores to enable applicants to receive for $1 a long-play record of 12 best-selling records.

The purpose of the campaign is "to re-establish quality as a consideration in the purchase of a watch." In the past few years sales of pin-lever watches have soared. Industry figures show that jeweled watches accounted for less than one-third of watch sales last year. In 1951 they accounted for more than half of U. S. watch sales.

A study conducted for Watchmakers by Knowland & Co. reported that American consumers no longer recognize much difference between high-price quality timepieces and the pin-lever units such as Timex.

■ The 1,000 prizes to be offered in the consumer contest will be heavily weighted with Swiss products. The top award will be a three-week all-expense trip to Switzerland, with $500 for spending. The next two prizes will be two-week trips to Switzerland. Also on the prize list are eight Bolex movie camera units, 12 Hermes typewriters, 160 Swiss watches and 812 Tobler chocolate packages.

The only non-Swiss prizes will be four mink stoles. Jerry Cowen, account supervisor at Cunningham & Walsh, said, "We looked hard as we could but we couldn't find any mink stoles made in Switzerland."

Cunningham & Walsh succeeded Foote, Cone & Belding on the Watchmakers account earlier this year. #

N. Y. Dotted Line Club Elects

John Emery, district manager of *Chemical Engineering*, has been elected president of the New York Dotted Line Club, an organization of business paper advertising salesmen affiliated with Associated Business Publications. He succeeds Tom Lindsey, eastern sales manager, Breskin Publications. Other officers elected include Stuart S. Siegel, business manager, Breskin Publications, and Joseph E. Gilbert, eastern manager, *Motor*, 1st and 2nd vps, respectively.

VW Distributor Names DDB

Competition Motors Distributors, Los Angeles Volkswagen distributor, has appointed Doyle Dane Bernbach Inc., Los Angeles, to handle its advertising, effective Oct. 15. The account, billing $425,000, markets in Southern California, part of Nevada and Arizona. Doyle Dane is also the agency for Volkswagen's national advertising.

$500,000 Push Boosts Delta's Jet Service

(Picture on Page 182)

ATLANTA, Sept. 11—Delta Air Lines this week launched a $500,000 campaign trumpeting the beginning of its pure jet service with Douglas DC-8 jetliners.

A 16-col. b&w ad—facing half pages—appeared Sept. 8 in Atlanta and New York newspapers announcing the Sept. 18 start of Delta's regular pure jet service between those two cities.

■ The campaign—which will also use magazines, radio, tv, 24-sheet posters, direct mail and newspapers in other cities—will continue throughout the fall as Delta initiates jet service from Atlanta to Chicago, to Dallas, to New Orleans and to Miami.

Delta will also begin direct pure jet service between Miami and both Chicago and Detroit.

On Oct. 15 service will begin between Miami and Chicago and Miami and Atlanta. On Nov. 15 the Dallas-New Orleans service starts. On Dec. 1 the Detroit-Miami operation begins.

Burke Dowling Adams Inc., Atlanta, handles Delta.

EIGHT IN ONE—*Eight advertisers are featured in this color spread, set to run in The Saturday Evening Post Oct. 3, sponsored by the National Retail Hardware Assn., Indianapolis. The ad kicks off the association's Housewares Festival (story on Page 4).*

Post Office Calls in Private Consultant to Help Shape 1960 Rate Change Bids on Hill

WASHINGTON, Sept. 10—The Post Office Department has retained an independent outside management consultant organization to help prepare what may develop into a new approach to the postal rate issue for submission to Congress next year.

Officials confirmed today that a contract has been awarded to McKinsey & Co., a New York company with offices here, for a study which will cover the department's rate structure and classification system.

The report is to be submitted in March and it will provide background for rate recommendations which the Postmaster General is supposed to forward to Congress in April.

■ In the past the department's rate proposals have been drafted in the bureau of finance. Several years ago, a small staff of rate specialists was established in the department in an effort to make a more authoritative presentation to support rate increase proposals.

When the department went back to Congress this year for a 5¢ rate on letters and an 8¢ rate for airmail, it was unable to get its rate bill introduced in the House, or to arrange hearings by either the House or Senate post office committees.

Confirming that McKinsey & Co. had been hired to study the rate problem, Assistant Postmaster General Hyde Gillette, who is in charge of the bureau of finance, said the arrangement was made in order to help the department carry out a provision of the 1958 rate bill which specifies that rate recommendations are to be submitted to Congress every two years.

He said the McKinsey report will assist the Postmaster General in arriving at recommendations, which must be submitted to Con-

(Continued on Page 181)

Bauer Succeeds Cerbone as Ad Head of 'Modern Bride'

NEW YORK, Sept. 9—*Modern Bride* has announced the following changes in its ad sales setup:

Frederic A. Bauer, formerly national ad manager, has been named advertising director, succeeding James A. Cerbone, who has resigned. Succeeding Mr. Bauer as national manager is John G. Glander, formerly merchandising director of Johnstone Inc., New York agency.

Other promotions announced today: Joseph M. Ives to eastern ad manager and Polly Rowe to national travel manager, both new posts. #

BBDO Drops ABC; Slated to Get CBS-TV Account

NEW YORK, Sept. 10—Batten, Barton, Durstine & Osborn has switched from ABC to CBS. Much to ABC's surprise, BBDO notified the network last week that it was dropping the radio and television account.

The move was made to pave the way for BBDO's acceptance of CBS-TV's business. In an announcement made later in the week CBS-TV said it was dropping McCann-Erickson and picking up BBDO.

Industry speculation indicated that BBDO's move was prompted not so much by a difference in billings as by ABC's giving the agency a feeling that its days were numbered.

■ Dean Linger, director of advertising and promotion at ABC, admitted that he had been seeing several agencies during the past two years. Knowing this, BBDO took advantage of an opportunity to change networks.

Finding itself in the position of being without an agency just when fall programming is set to get under way, ABC has been moving fast to choose a new agency. Mr. Linger asked all interested agencies to get their presentations in by Friday, Sept. 11.

At that time he expects to whittle down the field to five or six candidates.

■ With BBDO having worked on the ABC account for several years, "ABC now is in the embarrassing spot of having its competitor know what it is doing," Mr. Linger commented.

ABC brought in billings of about $1,500,000 last year, according to Mr. Linger. The CBS-TV account is expected to bill over $1,000,000 and probably closer to $1,500,000 this year, network sources estimated.

No one at CBS or McCann-Erickson was willing to comment on why the agency lost the account. Many interesting conjectures were made along Madison Ave., but none could be substantiated. #

Formfit Push Speaks About Its New Sleex

CHICAGO, Sept. 11—Formfit Co. will spend approximately $200,000 this month and next to introduce its new line of Sleex rubber molded girdles.

Newspapers will carry the major advertising load during the 13-week market-by-market introductory campaigns, with television spots being added in seven areas.

Introductory newspaper ads will include some blue-only color ads. Sleex' Aire-lon rubber molding and the inside cotton lining will be featured.

The Sleex line was tested early this summer in Denver, Sioux Falls, Colorado Springs, Fargo, Duluth, Green Bay and Madison.

■ Cities on the introductory schedule this month include Washington, Baltimore, Pittsburgh, Cleveland, Akron, Detroit, Chicago, Milwaukee, St. Louis, Long Beach and Los Angeles. More markets will be added in October.

Sleex is the first rubber product for Formfit, a veteran foundation garment manufacturer.

McFarland, Aveyard & Co., Chicago, is handling the Sleex campaign. #

Highlights of This Week's Issue

Manischewitz Wine Co. increases its fall budget to $1,250,000 for what it calls the largest fall campaign in the company's history ..... **Page 1**

Earl Kintner, chairman of the Federal Trade Commission, warns of crackdown on co-op advertising abuses and anti-trust violators ..... **Page 1**

Rockford chapter of the National Industrial Advertisers Assn. withdraws from NIAA ..... **Page 1**

Trial of a $7,000,000 anti-trust suit brought against the **Columbia Basin News** and the International Typographical Union by the **Tri-City Herald** opens in Federal Court ..... **Page 1**

Helene Curtis Industries has decided to look for a new agency for the more than $2,000,000 in billings which it has had at Gordon Best Co. The rest of the $9,000,000 account will remain with McCann-Erickson and Edward H. Weiss & Co. ..... **Page 1**

Batten, Barton, Durstine & Osborn drops ABC account, takes over CBS ..... **Page 2**

The Post Office Department has named McKinsey & Co. to conduct a study covering the department's rate structure and classification system ..... **Page 2**

Watchmakers of Switzerland, anxious to reverse the trend away from jeweled watches in the U.S., launches major campaign ..... **Page 2**

W. A. Sheaffer Pen Co. will introduce its new PFM (Pen for Men) with a color spread in the Saturday Evening Post Oct. 31 ..... **Page 3**

Thomas J. Lipton Inc. will move its $5,500,000 account to Sullivan, Stauffer, Colwell & Bayles from Young & Rubicam effective Oct. 19 ..... **Page 3**

Metropolitan Sunday Newspapers continue to command the top page price, charging $46,220 for a b&w page in 27 cities, as media costs zoom ..... **Page 3**

E. I. du Pont de Nemours & Co.'s "Show of the Month" tv series is phase of flexible, long-range program ..... **Page 3**

Polaroid Corp. will spend a record $2,500,000 to introduce its new 3,000-speed film and wink-light which enable "60-second indoor photography without flash." Advertising schedule will include network tv shows, Life and photography books ..... **Page 4**

Zenith Radio Corp. launches a $3,000,000 plus fall advertising campaign for all of its consumer products and its complete line of hearing aids ..... **Page 6**

Federal Communications Commission turns down request from the National Assn. of Broadcasters which contended the existing "no teaser" rule requiring sponsor identification ought to be relaxed ..... **Page 8**

Pan-American Coffee Bureau will launch a campaign for stronger coffee with a series of ads starting in the Sept. 28 issue of Life ..... **Page 16**

Topics Publishing Co. reports Americans spent $45.5 billion for purchases in supermarkets and grocery stores last year and $6.7 billion for drug products in drug stores ..... **Page 23**

Nellie F. Corkery retires from Erwin Wasey, Ruthrauff & Ryan after 50 years in the advertising business ..... **Page 48**

Chevrolet will break a three-week introductory ad campaign Sept. 14 for its 1960 line of passenger cars, trucks and its first compact car, the Corvair ..... **Page 52**

John W. Forney Inc. purchases the Minneapolis office of Bruce B. Brewer & Co. ..... **Page 82**

E. Robert McCarthy, account executive, direct mail division, R. L. Polk & Co., warns against selling direct mail advertising against other media ..... **Page 96**

Paul Miller opens his own house agency to handle Gimble food plan account ..... **Page 108**

William D. Tyler, executive vp of Benton & Bowles, discusses the six types of creative people who try to make a place for themselves in advertising ..... **Page 161**

FIGURES TO FILE

Net TV Gross Time Sales ..... **Page 40**
ARB TV Ratings ..... **Page 172**
Motor Vehicle Registration ..... **Page 180**

REGULAR FEATURES

Agencies Ask Us 166
Advertising Market Place 184
Along the Media Path 124
Art Director's Viewpoint 170
Coming Conventions 105
Creative Man's Corner 166
Editorials 12
Employe Communications 169
Getting Personal 46
Information for Advertisers 92
Learning from Retail Ads 164
Merchandising Ideas 45
Obituaries 20, 185
On the Legal Front 169
Photographic Review 134
Production Tips 166
Rough Proofs 12
Salesense in Advertising 169
This Week in Washington 54
Versatile Adman 38
Voice of the Advertiser 156
What They're Saying 12

TV Spec, Print Ads Introduce Sheaffer's PFM

NEW YORK, Sept. 10—The PFM (Pen for Men) was introduced here today by W. A. Sheaffer Pen Co., Ft. Madison, Ia., as the first fountain pen designed and engineered exclusively for men.

Sheaffer embarked on its "genderized" approach to pens in March, 1958, when it launched the Lady Sheaffer line. The PFM is larger in diameter than any Sheaffer pen since the 1920s, and it will be starred in the company's multi-million dollar fall campaign.

E. F. Buryan, marketing vp, said the campaign, from now until the end of the year, will be "on a saturation basis." A "substantial share" of the budget will be earmarked for PFM, which will be announced with a color spread in *The Saturday Evening Post* Oct. 31. The headline: "Bold new pen designed for men . . . Sheaffer's PFM."

Batten, Barton, Durstine & Osborn, Chicago, is agency for the pen company.

■ Mr. Buryan outlined the rest of the Sheaffer campaign, which includes the Lady Sheaffer line, Lenox China writing sets, Skripsert cartridge pens and a wide

(Continued on Page 58)

POP'S PEN—*W. A. Sheaffer Pen Co., Fort Madison, Ia., will use this spread in the Oct. 31 Saturday Evening Post to promote its PFM models.*

Y&R's P&G Tie Led to Lipton Shift to SSC&B

Lever Unit Reportedly Feared Conflict; Y&R Keeps Soup Mix Ads

NEW YORK, Sept. 9—It was a sweet new-business week for Sullivan, Stauffer, Colwell & Bayles, as the agency landed the Lipton tea account, currently billing $5,500,000 at Young & Rubicam.

Thomas J. Lipton Inc., the nation's largest tea marketer, named Sullivan, Stauffer to succeed Y&R, effective Oct. 19. The business includes Lipton tea and Lipton instant tea.

Y&R, the Lipton agency since 1937, continues on Lipton soup mixes. Allmayer, Fox & Reshkin, Kansas City, continues on Wish-Bone salad dressing, acquired by Lipton in 1957.

■ William B. Smithe, vp in charge of advertising at Lipton, praised Young & Rubicam for the "great job" it has done but said the

(Continued on Page 68)

Lipton's Long Lead

Thomas J. Lipton Inc. has dominated the tea market in the U. S. for years. The latest estimated figures show Lipton with a 54% share of market in packaged tea, with Tetley Tea Co. running a distant second with 6%. In the tea bag business, Lipton has an estimated 43% share of market, followed by Tetley with 15%.

Lipton initially moved into the instant tea field earlier this year and is not yet a factor in this field, dominated by Tenderleaf and Nestea. #

Erhart Associates Moves

T. A. Ehrhart Associates, New York store audit company, has moved to new offices at 172 Madison Ave.

Better Living Through Chemistry, Ads . . .

Du Pont TV Show Must Build Attitude, Sell Too

Relate Ad Cost to Total Selling Costs—Not to Sales—Says Advertiser

By James V. O'Gara

WILMINGTON, DEL., Sept. 8—E. I. du Pont de Nemours & Co. has decided that next season's nine offerings on its tv "Show of the Month" will include Charles Dickens' "Oliver Twist," Sinclair Lewis' "Arrowsmith," Graham Greene's "The Fallen Idol" and an adaptation of the movie, "Body and Soul."

How did du Pont, which is spending upwards of $30,000,000 on advertising this year—and perhaps $9,500,000 of that total in television—decide on these particular shows?

■ Charles E. Crowley, in charge of corporate television advertising, listed du Pont's criteria in selecting stories:

- "First, the story should be a work of stature and significance in the theater or literature.
- "Second, the theme should be compatible with du Pont policies and program objectives.
- "Third, the story should have mass appeal.
- "Fourth, it should be practical to produce.
- "Fifth, our basic theory of programming . . . balance. That is, the selection of a variety of stories that provide the series with different types of entertainment; types that appeal to different people."

■ Mr. Crowley described "Show of the Month" as "probably the most heavily researched program on the air." He said its performance was measured on four bases: audience size, audience reaction to entertainment, audience reaction to commercials and effect on public attitudes.

Paramount among du Pont's concerns is "effect on public attitudes." Prime objective of the "Show of the Month" is "to create a better public understanding and appreciation of the role of du Pont, as a large business, in our society."

Not that "Show" was not designed to improve du Pont sales—in the long run. But "Show" was, and is, "more concerned with selling the over-all concept of the company"—building reputation or personality or projecting the corporate image.

■ Du Pont is convinced that a good corporate image can do a lot of things: help sell products; help induce busy buyers to find time to see its salesmen; help create confidence in any du Pont product; help attract good employe talent; help attract capital; retain stockholders' good will; give an edge in getting efficient, profitable distribution; make a community understand du Pont and accept its plants and employes as good neighbors.

■ "Currently," said one ad department official, "the greatest single factor in opposition to a good corporate image for du Pont is public antagonism toward bigness in business generally. Just as the 'merchants of death' problem was paramount in the mid-'30s, today this antagonism toward big business is the No. 1 problem.

"In its first two seasons," he continued, " 'Show of the Month' tried to meet it. Tomorrow, our corporate advertising may be combating still another, completely different problem. But whatever the problem, the program's basic objective will be to project a favorable image—to create and maintain good will for the du Pont company."

WILLIAM A. HART *served as Du Pont's advertising director for 31 years—from 1924 through 1955—and after retirement was still active in advertising. He was president of the Advertising Research Foundation until 1958, and served for 28 years as a director of the Audit Bureau of Circulations.*

■ He reported that du Pont's public image currently looked about like this:

- 79% of the people interviewed about the company "seem to be generally favorable" toward du Pont. But a great many of these people are unfavorable toward the company on specific points: Half think du Pont is too big; 75% think big business is bad for small business. Du Pont is not nearly as well known to the public as General Electric or General Motors or Ford or American Telephone & Telegraph (and "They've got to know you to like you").
- According to a study conducted by du Pont itself, some people—who have "generally favorable" ideas about the company—think there should be fewer big com-

(Continued on Page 152)

Metro Group Still Commands Top Page Price as Media Costs Zoom

NEW YORK, Sept. 10—What's the top advertising medium in terms of cost?

Seven years ago, the top medium—in the publications field, at least—was Metropolitan Sunday Newspapers ("mighty Metro"), which cost $31,320 for a b&w page in 22 basic cities.

Today Metro is still mighty and still on top of the list, charging $46,220 for a b&w page in 27 cities.

In a January, 1953, rundown of media costs, ADVERTISING AGE reported that Metro held undisputed title as the highest-price medium in publishing. In addition to a top charge of $31,320 for a b&w page, Metro in 1953 got $38,700 for a four-color page, $62,640 for a b&w spread, and $77,540 for a spread in four colors. Rates were based on a circulation guarantee of 13,637,626.

Today an advertiser pays $57,072 for a four-color page in the Metro Group, $92,440 for a b&w spread and $114,144 for a spread in four colors. The guarantee has jumped to 17,708,418. New rates and guarantee are expected to be announced shortly.

■ *This Week Magazine* will get $39,300 for a b&w page, effective Sept. 13, when circulation goes to 13,000,000. A four-color page will cost $50,150, and a four-color center spread will run $100,300.

• Rates for the same units in *American Weekly*, also effective

(Continued on Page 80)

ABP Team to Show 'Ad-Venture' Film in 5 Industrial Centers

NEW YORK, Sept. 9—About 1,000 representatives of national advertisers and their advertising agencies will be guests of Associated Business Publications at a series of "Ad-Ventures parties" to be held in five major advertising centers beginning Sept. 14.

The key feature of the parties will be the premier showing of the association's new motion picture, "Ad-Ventures," which depicts the role of the business press as a communications medium, illustrates its use as an effective advertising medium and shows results which may be obtained from a business paper advertising campaign.

The movie showings will be followed by cocktail parties and guests will also see an extensive display of successful business paper advertising campaigns.

The initial showing, Sept. 14 at the Ambassador East, Chicago, will be staged in cooperation with the Chicago Dotted Line Club.

The succeeding showings will be at the Detroit Athletic Club Sept. 15; the Hermit Club, Cleveland,

(Continued on Page 136)

Louisville Dailies Offer New Frequency, Volume Discount Plan

LOUISVILLE, Sept. 11—The *Courier-Journal* and *Louisville Times* will announce Monday a new frequency-volume discount plan for national advertisers designed to encourage continuity.

Lisle Baker Jr., general manager of the newspapers, said the plan is called Continuity-Impact-Discounts (C-I-D). The plan provides discounts of up to 13% for advertisers who contract for a 13, 26, 39 or 52-week cycle of advertising in

(Continued on Page 137)

Fleet Names Klemtner

C. B. Fleet Co., Lynchburg, Va., pharmaceutical company, has appointed Paul Klemtner & Co., Newark, to handle its advertising. Noyes & Sproul, New York, is the former agency.

Call Your Car 'compact,' but Not 'Compact,' Rambler Warns Big 3 in Trademark Move

WASHINGTON, Sept. 9—If any of the Big Three of the auto industry use the word "compact" to describe their new economy models, American Motors Corp. is going to try to see that they spell it with a small "c."

Under a trademark registration filed quietly at the patent office last month, American Motors seeks trademark registration for the term "Compact Rambler." An ad which ran in Washington newspapers today carried the term, with a notation that it was an American Motors trademark.

According to the registration application, the company claims it has used the expression since Feb. 22, 1957. While it could not prevent other companies from using the word "compact" altogether, approval of the registration might give American Motors a toehold on its use with an uppercase "C."

■ On the basis of current patent office workloads, the application will go before an examiner late this year, probably in December. If he feels a prima facie case has been made in the application, the application will be published by the patent office. At that stage, it will be subject to contest, if anyone wishes to object. #

ANNE FOSTER, *copywriter at J. Walter Thompson Co., New York, is new owner of Ulcer Gulch, Ariz., first prize in The Saturday Evening Post's contest for ad and sales execs. L. C. Blunt, International Harvester Co., Chicago, won second prize, an authentic western stage coach.*

FTC Hits Publisher Promotion for Doc's Joie de Vivre Book

WASHINGTON, Sept. 10—The Federal Trade Commission today charged that promotional matter for "How to Live 365 Days a Year," by Dr. John A. Schlindler, M.D., makes a variety of phony health promises.

In a complaint directed against Prentice-Hall Inc., and its wholly-owned subsidiary, Parker Publishing Co., both of New York, the commission claims promotional matter is used which offers the book as a miraculous health discovery which will effectively cure cancer, heart trouble, and dozens of other ailments.

For example, it says the method described in the book is not an adequate effective or reliable treatment for asthma, arthritis, diabetes, high blood pressure, cancer, heart trouble and numerous other conditions, and it will not eliminate all or any of these health wreckers or enable the reader to get rid of most ailments of this kind. #

Wine Growers Is Guild Wine

Guild Wine Co., Lodi, Cal., which has named Compton Advertising to succeed Dancer-Fitzgerald-Sample on its account (AA, Sept. 7), was incorrectly called Wine Growers Guild by ADVERTISING AGE. The winery, which produces Guild wines and brandy, changed its name earlier this year. D-F-S resigned the account in June (AA, June 8). The company's 1958 ad budget was reportedly $75,461, mostly in outdoor advertising.

Ray Dempsey to Long-Haymes

Ray Dempsey, formerly creative director of Southern Advertising, Nashville, has joined Long-Haymes Advertising, Winston-Salem, as copy chief.

Polaroid Sets $2,500,000 Bow for New Film That Takes Indoor Shots Without Flash Bulb

CAMBRIDGE, MASS., Sept. 9—Polaroid Corp. will spend a record $2,500,000 to introduce its new 3000-speed film and wink-light which enable "60-second indoor photography without flash." The campaign, using six network tv shows, *Life* and the photography books, will run from the end of September through Christmas.

The new 3000-speed film is 15 times faster than Polaroid's present 200-speed type—so fast that "it makes it possible to take pictures anywhere in the house with just normal indoor daylight," according to the ad copy.

The new wink-light permits indoor photography at night by adding "just enough fill-in light to erase any shadows cast by room lighting." The wink-light clips on the side of the camera and emits a low-level pulse of light which is barely perceptible, according to the company. One bulb and one battery are good for about 1,000 winks—equal to over $100 worth of regular flashbulbs, Polaroid says.

■ The tv schedule includes "The Garry Moore Show" (CBS-TV), "The Jack Paar Show," "You Bet Your Life," "The Dave Garroway Show" (all NBC-TV), "Leave It to Beaver" and "Adventures in Paradise" (both ABC-TV).

A "heavy" campaign in *Life* will start with a three-page ad the end of September, and continue through mid-December with page ads. The opening three-page section will also run in *Modern Photography*, *Popular Photography* and *U. S. Camera*.

The opening page of the ad, a right hand page, shows a man's hand peeling off a picture from his Polaroid. The copy starts out "You are about to see the first pictures taken with the new 3000-speed Polaroid Land film." The next page of the ad then shows a daylight picture of a girl working a jig-saw puzzle. Copy promotes the new film. The facing page shows a nighttime shot of the same girl about finished with the puzzle. Copy promotes the wink-light.

Christmas ads will show Polaroid pictures taken Christmas morning of children opening their presents. The theme will be "Last Christmas this picture could not have been taken without flashbulbs! (this year it can)."

Doyle Dane Bernbach, New York, is the agency. #

PEEK—*This is the first page of a three-page ad running the end of September in Life, Modern Photography, Popular Photography, and U.S. Camera to introduce Polaroid's new 3000-speed film and wink-light.*

Colle & McVoy Adds Hanley & Earp in New Merger

Colle & McVoy Advertising Agency and Hanley & Earp, both Minneapolis, have merged. Jim Hanley and Sam Earp will join Colle & McVoy's consumer division, bringing with them their accounts. Colle & McVoy, which handles largely industrial accounts, said the merger will strengthen its position in the consumer field.

The merger follows by a week the merger of Colle & McVoy and Weston Barnett, Waterloo, Ia., to form Colle McVoy Weston Barnett as the Minneapolis agency's Waterloo branch (AA, Sept. 7).

'SEP' Will Carry 'Housewares Festival' Spread on Oct. 3

INDIANAPOLIS, Sept. 10—The National Retail Hardware Assn. will launch a "Housewares Festival" via a color spread in *The Saturday Evening Post* Oct. 3, with eight advertisers participating.

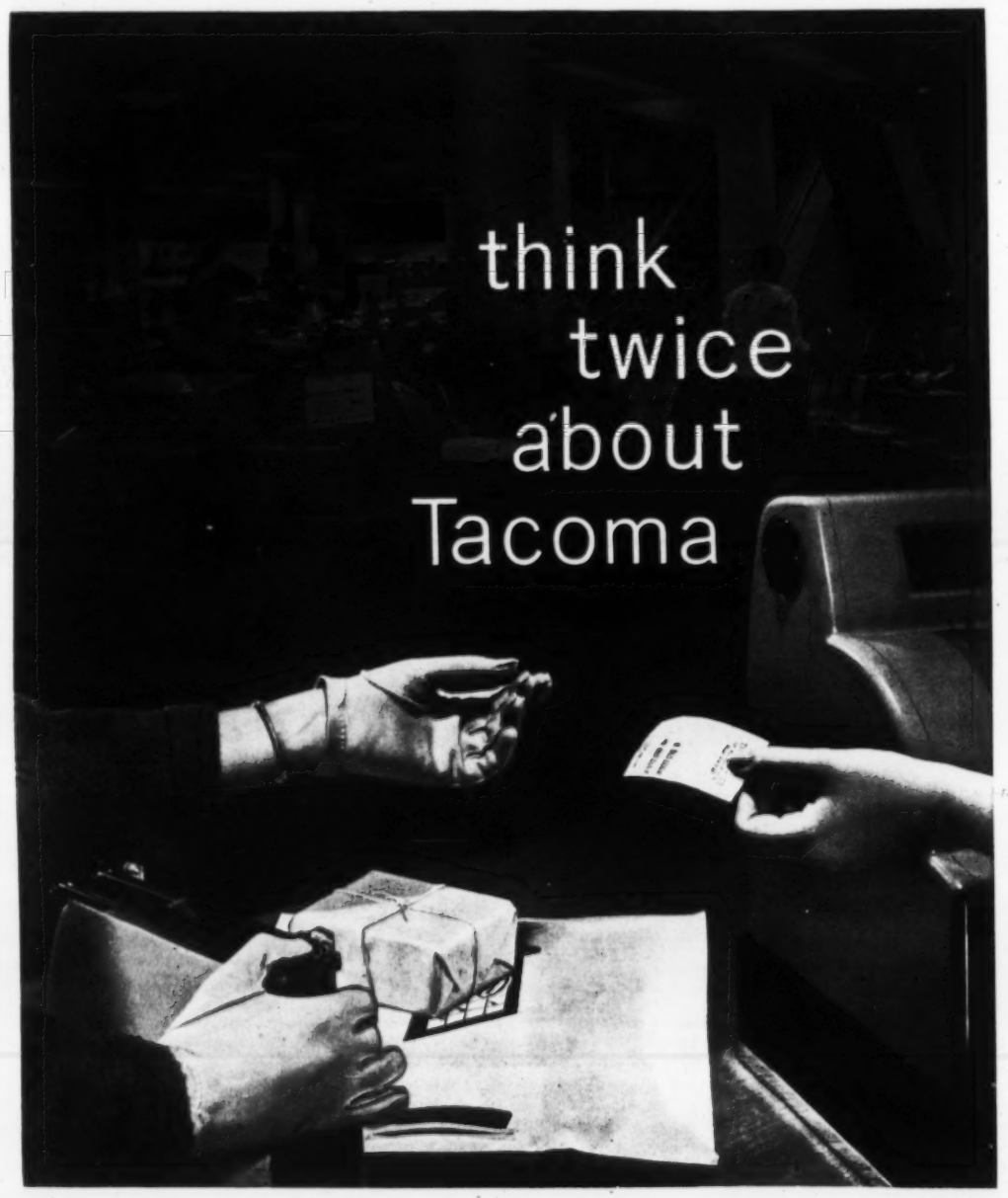
The festival is the first nationwide promotion of brand name non-electric housewares through independent hardware stores (AA, June 22). Fuller & Smith & Ross, Cleveland, is the association's agency.

■ Manufacturers participating in the *Post* spread are Bissell, Borg-Erickson Corp., Cal-Dak Co., Corning Glass Works, Ekco Products Co., Hamilton Cosco, Rubbermaid and Wear-Ever Aluminum Co.

Collateral point of sale material includes a tie-in window poster, window banner, cards, stickers and newspaper ad mats. #

Charney Adds Travis Fabrics

Travis Fabrics Inc., New York, converter of snythetic fabrics, has appointed Charles J. Charney & Co., New York, to handle advertising and publicity. Lester Harrison Inc. is the previous agency.



Puget Sound is your No. 1 target in Washington State. To do the job right you need full coverage in Tacoma (a Burgoyne Test City).

FIRST, think of Tacoma as a vital segment of Washington State's dynamic Puget Sound Circle. In Tacoma's metro area, general merchandise sales top $45,000,000. Food sales are now over $95,000,000. Total retail sales more than $347,000,000.

THEN, think of Tacoma as a market which can *not* be covered by outside newspapers. The dominant Tacoma News Tribune—with a total circulation of almost 85,000—reaches more than 68,000 families who do not take *either* Seattle paper.

Ask the man at **SAWYER-FERGUSON-WALKER COMPANY, Inc.**
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

THE "BIG THREE" TIMES SERVICE WEEKLIES
— JUST ABOUT
UNIVERSAL MILITARY COVERAGE

250,000 + NET PAID CIRCULATION
2,000,000 + MULTIPLE READERSHIP
WITHIN THE
$10,523,000,000
MILITARY CONSUMER MARKET

Essentially universal coverage of the essential $10.5 billion military consumer market—the world-spanning TIMES Service Weeklies deliver it with single-rate efficiency and top paid-circulation economy. This gigantic, global market is not expendable. Sell it, now.
WRITE FOR COPIES, RATES, MARKET INFORMATION

ARMY TIMES PUBLISHING CO.
2020 M STREET, N.W. • WASHINGTON 6, D. C.
U. S. OFFICES: BOSTON, CHARLESTON, S.C., CHICAGO, DALLAS, DETROIT, HONOLULU, LOS ANGELES, MIAMI, NEW YORK, PHILADELPHIA, SAN ANTONIO, SAN FRANCISCO. FOREIGN OFFICES: FRANKFURT, LONDON, PARIS, ROME, TOKYO.

A message to advertisers about THIS WEEK Magazine:

"...the super-magazine of this nation—THIS WEEK Magazine—packs a real sales wallop for those products regularly advertised. THIS WEEK Magazine really moves the goods."

A. D. Davis
President, Winn-Dixie Stores, Inc., Jacksonville, Fla.
(494 stores. $621,291,434 annual volume)

To Move Goods Fastest...Buy The Big One **This Week** MAGAZINE

CIRCULATION MORE THAN *13,000,000*

$3,000,000 Push for All Products Planned by Zenith

CHICAGO, Sept. 10—Zenith Radio Corp. is launching a $3,000,000-plus fall advertising campaign for all of its consumer products and its complete line of hearing aids.

A newspaper campaign for Zenith's line of radios, tv receivers, phonographs and stereophonic record playing instruments will break Sept. 15. Zenith will use more than 200 newspapers, some on a split schedule, and the company plans an "ad a week" schedule running through Thanksgiving in about 130 dailies.

Zenith has increased its fourth-quarter magazine advertising by 40% over last year and will use 17 magazines this fall. The bulk of the ads are pages and spreads and will appear in *The Atlantic, House Beautiful, House & Garden, Ebony, Esquire, Harper's Magazine, Holiday, Life, Look, National Geographic, The New Yorker, The Saturday Evening Post, Saturday Review, Senior Scholastic, Seventeen, Sunset Magazine* and *Time*.

■ A continuing campaign of pages and multiple inserts will be maintained in *Electrical Merchandising, Home Furnishings Daily, Mart, NARDA News* and *National Furniture Review*. Foote, Cone & Belding, Chicago, handles Zenith's electronic products.

Zenith's line of hearing aids will be advertised starting Sept. 15 in newspapers in 85 markets. The theme of the campaign is "Parade of Progress" with the copy citing the improvements that have been made in hearing aids over the years.

Six half-page ads have been scheduled in *Life*, starting with the Sept. 28 issue and running an average of every other week into December. MacFarland, Aveyard & Co., Chicago, is the agency for hearing aids. #

Kimberly-Clark, J. P. Stevens Form Kimberly-Stevens Corp.

Kimberly-Clark Corp. and J. P. Stevens & Co. have formed a jointly-owned subsidiary, Kimberly-Stevens Corp., to make and sell non-woven materials. Kimberly-Stevens, to be separately operated, will produce the materials at a Westfield, Mass., facility recently acquired by Stevens. Joseph H. Sutherland, recently retired Stevens vp, was named president of the new subsidiary.

Non-woven fabrics are continuous sheets composed of fibre processed in some manner other than knitting or weaving and are chemically bonded; they feel like a textile substance, but have the throwaway features of paper.

SMI Moves to Empire State

Student Marketing Institute, New York, has moved its offices to the Empire State Bldg.

Offer More Specific Market Information, Canadian Business Publication Men Told

TORONTO, Sept. 11—Canadian business publications were urged here today to provide more specific market information, more comparative circulation data and more proof that their circulations "contain the right people for the advertisers' products."

The proposals were made by Hugh M. Findlay, media director of Cockfield, Brown & Co., Montreal, to a meeting of the Business Newspapers Assn. of Canada. He also cautioned publishers to "look into the possibility of lower-cost printing methods—or at least some way of leveling off rate increases and space costs.

"The alternative," he added, "is simply going to be a smaller portion of pie to each book."

■ Mr. Findlay said a publisher must know the facts about the market for which he edits his book.

"How much more valuable his services are going to be to the advertiser then, if he can show him how great the potential is in his market for the specific types of products used by that market. Such information will greatly strengthen his sales story, assuring those advertisers who have researched the market of his knowledge, and adding to the stature of his publication. And will be instrumental in opening up new areas in many instances for new advertisers and those with lesser marketing knowledge."

■ He urged the publishers to consider "embarking now upon a continuing series of market analyses for specific types of products used by the industries they serve."

With such information, he added, advertisers could relate it to a publication's circulation within the framework of the industrial classifications shown on the audit statements.

One of the most important questions in industrial marketing, said Mr. Findlay, is, "How does a need for new machinery and equipment, replacement equipment, raw materials or maintenance supplies, for example, grow into an order?"

Pointing out that there "is little reliable information" on this point, Mr. Findlay called for "a series of studies which will keep abreast of [purchasing influence] changes as they take place, and which will produce influence patterns on a much broader range of products and services."

■ Mr. Findlay said buying influence information is of little use "unless a publication's audience can be related to these marketing factors." In the area of relating circulation to individual buying influences, he said, "we come up against real trouble."

"One of the major problems is, of course, the really proper and accurate descriptive classification of individuals who receive the publications. This is different things in different industries or in different companies, and would certainly indicate that standardization of classifications by job function is going to have to be tackled."

Mr. Findlay said not all business publications would have to do this, "but it has to come about on the industrial books at least." #

Harry Packer Co. Names John Paver Sales Manager

John Paver Jr., formerly a sales account executive with the Houston office of Outdoor Advertising Inc., has joined Harry H. Packer Co., Salt Lake City, as sales manager. General manager of Packer for Utah is Vernon A. Bedford. Packer operates painted display facilities in Utah, Nevada and Wyoming, and 24-sheet and 6-sheet posters in the Salt Lake City and Ogden areas.

John Paver Jr.

Mr. Paver also has been on the staff of Outdoor Advertising Assn. of America.

Williams Boosts Pell

Williams Advertising Agency, New York, has appointed Alfred Pell, art director of the agency since 1946, vp in charge of all creative activities.

Speer Joins 'Time'

Richard A. Speer, formerly with *McCall's*, has joined the Detroit sales staff of *Time*.

THROUGH THE PERSONAL IMPACT OF SPOT RADIO TODAY

BLAIR STATIONS SELL

Again in 1959, Spot Radio is selling iced tea. *Single-handed!*

For the third year The Tea Council of the U.S.A., Inc. is concentrating its iced-tea budget on Spot Radio. Reason: in previous summers, Spot Radio has built record tea sales in markets ranging from New Orleans to Detroit, and from Boston to Los Angeles.

In many of these markets, Blair Stations carry a heavy share of the advertising attack. The simple fact is: BLAIR STATIONS SELL. Through applied audience-research, they have intensified the elements that give radio its real selling power:

1 *Local interest programming,* which serves listeners throughout the station's own area in a personal way no distant source can equal.

2 *Local selling personalities,* who endow commercial messages with believability that converts ratings into cash-register results.

Over 40 stations in major radio markets are represented by John Blair & Company – by far the most important group of markets and stations served by one representative firm. So when you're thinking about radio, as most advertisers are, talk with Blair.

John Blair and Company

National Representative of Major Radio Stations

Yes! Blair Stations Sell

and these are the BLAIR STATIONS:

New York	WABC	Norfolk-Portsmouth-Newport News	WGH
Chicago	WLS	Louisville	WAKY
Los Angeles	KFWB	Indianapolis	WIBC
Philadelphia	WFIL	Columbus	WBNS
Detroit	WXYZ	San Antonio	KTSA
Boston	WHDH	Tampa-St. Petersburg	WFLA
San Francisco	KGO	Albany-Schenectady-Troy	WTRY
Pittsburgh	WWSW	Memphis	WMC
St. Louis	KXOK	Phoenix	KOY
Washington	WWDC	Omaha	WOW
Cleveland	WHK	Jacksonville	WMBR
Baltimore	WFBR	Oklahoma City	KOMA
Dallas-Ft. Worth	KLIF-KFJZ	Syracuse	WNDR
		Nashville	WSM
Minneapolis-St. Paul	WDGY	Knoxville	WNOX
Houston	KILT	Wheeling-Steubenville	WWVA
Seattle-Tacoma	KING	Tulsa	KRMG
Providence	WPRO	Fresno	KFRE
Cincinnati	WCPO	Wichita	KFH
Miami	WQAM	Shreveport	KEEL
Kansas City	WHB	Orlando	WDBO
New Orleans	WDSU	Binghamton	WNBF
Portland, Ore.	KGW	Roanoke	WSLS
Denver	KTLN	Bismarck	KFYR

"HOW MANY TIMES WILL BUYERS FOR MY PRODUCT SEE MY AD PAGE?"

NOW YOU DON'T HAVE TO BE IN THE DARK!

Until now, no magazine could answer that question. None could tell you how many times your own ad page will come face-to-face with your best prospects. No newspaper can . . . no radio station can . . . no TV network can. Now, one magazine answers that most important question . . . The Saturday Evening Post—pioneer of Ad Page Exposure. Expanding on APX, the Post has prepared 7 new marketing studies: Automotive, Insurance, Appliances, Food, Drugs & Toiletries, Travel, and Life Insurance & Investments. Now you can know how many times *your* ad page will be seen by readers who will buy a new car this year; own an automatic washing machine; will buy lipstick or salad dressing in the next couple of weeks; will take a plane trip or buy stocks or insurance during the next 12 months.

Here is the most important aid to media buying since Ad Page Exposure. Call your Post salesman for any of the studies . . . now!

A CURTIS MAGAZINE

the HI-FREQUENCY medium

29 million times each issue, someone turns to your ad page in the Post. That's HI-FREQUENCY Ad Page Exposure (APX)!

Snow Crop Juice Test Ads Drift Across Omaha

OMAHA, Sept. 11—Snow Crop will test its "new process" orange juice concentrate in Omaha with an extensive ad campaign scheduled to break Sept. 17.

Introduction begins with an "open letter to the grocers of Omaha" ad Sept. 17 in the *Omaha World Herald*. This will be followed by a two-color page ad Oct. 1, a spread testimonial Oct. 15 and a page ad Nov. 5 in the newspaper.

Also scheduled are 19 spots weekly over WOW-TV from Sept. 21 through Feb. 21, and 136 radio spots per week for three weeks on KOIL and KOWH. Kastor, Hilton, Chesley, Clifford & Atherton, New York, is the agency.

The ads will offer a double-your-money-back guarantee. The new product supposedly "bridges the gap between the best concentrate and freshly squeezed orange juice," and results from nine years of research.

■ Ads for the juice are headlined, "100% richer new orange juice comes to Omaha. New process 100% richer (in the visible flavor cells of the whole orange) than any other frozen orange juice. The pure concentrated juice of up to 12 grove-fresh oranges."

The new product also is being sold in the Syracuse division of Loblaw Stores, but without any advertising. ≠

Minute Maid Buys Tenco Coffee Line; Agency Scene Static

NEW YORK, Sept. 11—There will be no changes in advertising agencies or marketing of Minute Maid Corp. and Tenco Inc., as a result of the acquisition of the instant coffee combine by the citrus seller.

No personnel changes are contemplated at Tenco; its president, Edward Aborn, will become a director of Minute Maid and continue as president of Tenco.

Kastor, Hilton, Chesley, Clifford & Atherton handles Snow Crop advertising for Minute Maid, and Dancer-Fitzgerald-Sample has the Hi-C fruit drink line. Ted Bates & Co. handles the Minute Maid brands.

The only advertising done by Tenco—founded in 1951 by ten regional coffee roasters as a source of instant coffee supply for sectional coffee roasters and food chains—is directed at the coffee vending machine market. This is handled by De Perri Advertising. ≠

G. STERLING BRADY *has been appointed director of market research of the Bristol-Myers' products division, succeeding Alfred M. Whittaker, who last month was named vp in charge of advertising. Mr. Brady formerly was director of market research of General Foods Corp.*

INSERT—*Lily of France, New York, will open its fall campaign with this two-color spread, featuring a bound-in four-color insert, in the Sept. 15 issue of Vogue. The accordion-fold insert will also be used as a statement enclosure by stores. Other ads will run in Harper's Bazaar, The New York Times Magazine and in newspapers in 15 markets. Mogul, Lewin, Williams & Saylor, New York, is the agency.*

Newspaper Guild Votes to Strike S.F. Newspapers

SAN FRANCISCO, Sept. 11—The San Francisco-Oakland Newspaper Guild voted today to go on strike against this city's three newspapers—the *Chronicle*, the *Examiner* and the newly formed *News-Call Bulletin*.

In a letter addressed to E. F. Bitler, manager of the San Francisco Newspaper Publishers Assn., B. Eubanks, executive secretary of the San Francisco-Oakland Newspaper Guild, said that all employes who are members of the guild will complete the last shift at midnight on Saturday, and that picket lines would be formed at 8 a.m. on Sunday.

■ The guild plans to publish its own paper during the strike. President of the guild chapter is Lou Brown, a member of the *Examiner*'s advertising department.

Calling of the strike has been approved by the San Francisco Labor Council (made up of top executives of all labor unions in the area), which has set up a committee to work with the guild. At last report there was about a $10-per-week difference between what the guild wants and what the papers are willing to pay.

WILDCAT STRIKE OF DETROIT DAILIES ENDS

DETROIT, Sept. 10—The three Detroit daily newspapers resumed publication today after a two-day wildcat strike in one printing plant shut down all three dailies.

The strike by pressmen at the *Detroit News* ended when Local 13 of the Pressmen's Union was taken over by officers of the Pressmen's International, who ordered the men back to work. The *Detroit News*, the *Detroit Times* and the *Detroit Free Press* operate under a joint contract with Local 13 of the pressmen's union.

Publication of the *News* was stopped Tuesday when pressmen left their jobs in protest over suspension of 12 men who would not follow a foreman's order on Labor Day. The dispute at the *News* also ended publication of the other two Detroit dailies. ≠

Terry Mayer to Amos Parrish

Terry Mayer, formerly director of advertising and pr and fashion show co-ordinator for David Crystal Inc., has been appointed vp and fashion director of Amos Parrish & Co., New York, retail and marketing consultant.

Dunn Joins 'Home Journal'

John F. Dunn, formerly with WABC, has joined the New York sales staff of *Ladies' Home Journal*.

Mission Pak Plans $1,250,000 Holiday Push for Fruit Gifts

LOS ANGELES, Sept. 10—Mission Pak will spend close to $1,250,000 during October and November to promote sales of its fruit gifts for the holidays.

Expenditures in the campaign will be divided about equally between promotion of its 80 retail stores, located in California only, and mail orders nationally.

A $35,000 campaign in tv and radio for the retail stores, will run for four weeks in California, beginning Nov. 15. All but 10% of this will be allocated to the Los Angeles and San Francisco areas.

A supporting schedule calls for heavy outdoor showings in San Francisco, Oakland and Los Angeles, and three full-color pages each in the *Los Angeles Times Home Magazine* and *Pictorial Living*. The newspaper schedule will be supplemented by b&w ads in secondary markets in California.

■ Mail orders will be promoted via four-color, three-fifth pages in *The American Weekly* and *Family Weekly*. Black-and-white insertions will run in *Parade*, *New York Times Magazine*, *Holiday*, *House Beautiful* and *House & Garden*.

The ads will run in four issues of the home service magazines, with as many as three half-pages in a single November issue. Mission Pak catalogs will be mailed to a list of 3,000,000 mail buyers.

Stanley Pflaum Associates, Beverly Hills, is the agency. ≠

Dresser Names Boncher VP

Hector P. Boncher has been appointed vp-marketing of Dresser Industries, Dallas. Mr. Boncher, formerly operating vp, joined the company in 1929. M. S. Miranda, director of public relations and advertising, will report to Mr. Boncher.

Zeuthen Agency Collapse Revealed as He Relocates

MINNEAPOLIS, Sept. 11—All three principals of Zeuthen, Thomas & Hulbert, agency formed here two years ago by three former Campbell-Mithun men, have relocated.

Ralph Zeuthen, president, who has joined the Live Better Electrically Program of the Edison Electric Institute, New York (AA, Sept. 7), told ADVERTISING AGE last week, the agency had disbanded, and he was returning to Minneapolis to try to "farm out the accounts."

Actually the principals decided to close shop and relocate Aug. 1.

Dan R. Hulbert has returned to Campbell-Mithun as a copywriter. Also returning to Campbell-Mithun is the Our Own Hardware account, which moved from Campbell-Mithun to Zeuthen, Thomas & Hulbert when the Zeuthen agency was formed.

■ Todd E. Thomas joined Knox Reeves Advertising Aug. 24 as an account executive.

The Zeuthen agency's Springfield Milling Co. account is reported to have appointed Reach, McClinton & Co. The other accounts—American Hardware Mutual Insurance Co., Gold Bond Stamp Co., Dietene Co. and the state Republican party—still not have appointed new agencies.

One employe, Virginia Martzell, formerly a Zeuthen production assistant, has joined Knox Reeves. The others are expected to be relocated in the near future. ≠

Kraft Uses Premium Offer in Ads for Its Miracle Margarine

CHICAGO, Sept. 11—The fall and winter advertising campaign for Kraft Foods' Miracle margarine will include a hit record premium offer and a coupon mailing.

A major portion of the greatly expanded program will be devoted to the self-liquidating premium—hit records for 25¢ and a Miracle margarine end-flap.

Newspaper advertising in major markets will begin Oct. 11 and will be backed up with radio spots in 15 markets. The premium offer will also be aired on "Perry Como's Kraft Music Hall" (NBC-TV) Oct. 28. Order blanks, ad reprints, ad mats and other collateral materials round out the premium promotion.

■ Nationwide direct mail couponing will offer 7¢ off on 1 lb. of margarine.

The Miracle ad program also includes an enlarged schedule in *Everywoman's Family Circle*, *Modern Romances*, *True Confessions*, *True Story* and *Woman's Day*.

J. Walter Thompson Co., Chicago, is the agency. ≠

A HIT—*Kraft Foods, Chicago, is offering hit records for 25¢ and a Miracle margarine end-flap this fall. J. Walter Thompson Co., Chicago, is the agency.*

NEW DRIVE—*R. T. French Co. is using magazines for the first time for its instant potatoes, with color pages in Better Homes & Gardens, Good Housekeeping and Ladies' Home Journal. J. Walter Thompson Co. is the agency.*

R. T. French Sets Magazine Push for Its Instant Potatoes

ROCHESTER N. Y., Sept. 11—R. T. French Co. will use magazine advertising for its instant potatoes for the first time this fall.

Color pages are scheduled for the October, November and December issues of *Better Homes & Gardens*, *Good Housekeeping* and *Ladies' Home Journal*. A spot television campaign is also slated in 20 major markets.

French added that it will promote its spaghetti sauce mix this fall with ads in *Better Homes & Gardens*; *Ladies' Home Journal* and *McCall's*, backed with extensive point of purchase material.

J. Walter Thompson Co. is agency for the instant potatoes, and Compton Advertising handles the spaghetti sauce mix advertising. ≠

No Teaser Ads for Broadcasters: FCC

WASHINGTON, Sept. 10—There'll be no teaser spots on radio and tv.

That's the verdict of the Federal Communications Commission today, turning down a request from the National Assn. of Broadcasters, which contends existing rules requiring sponsor identification ought to be relaxed.

In its petition, NAB said the public is accustomed to teaser ads in printed media and that no harm would be done if advertisers could use similar techniques on the air.

FCC said today, however, that teaser ads would conflict with Section 317 of the Communications Act, which says the sponsor of all matter for which stations receive compensation must be identified at the time of the broadcast. ≠

Ballantine Buys MCA-TV Show

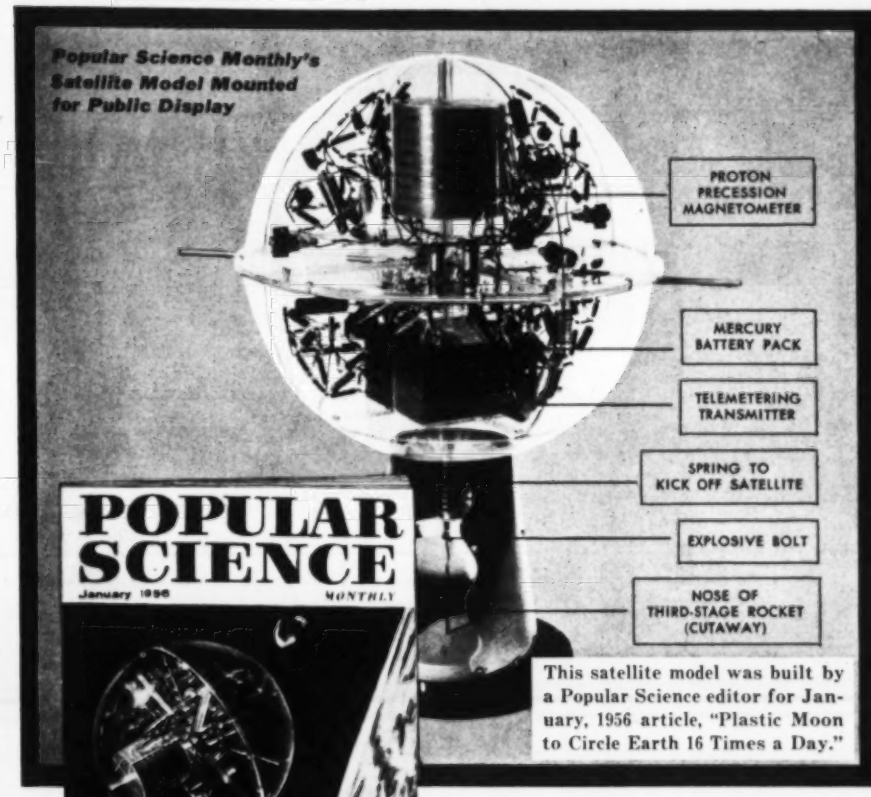
P. Ballantine & Sons, Newark, N. J., has bought a new MCA-TV series, "Johnny Midnight" for 26 major markets in the East. The series will premiere in most markets in January, 1960. The mystery-adventure show stars Edmond O'Brien as a private investigator on the Broadway beat. Ballantine's buy was made through William Esty Co., New York.

Chase Bag Co. Names Hazard

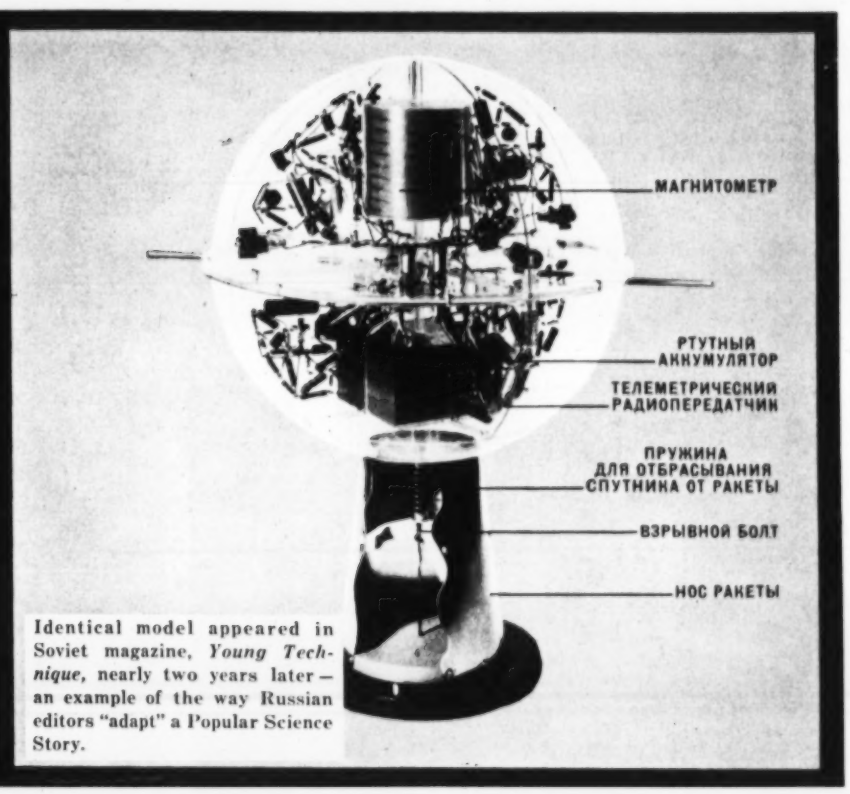
Chase Bag Co., New York, will move its advertising account Nov. 1 from William Hart Adler Inc., Chicago, to Hazard Advertising Co., New York. The company makes paper, plastic, textile and open-mesh bags and packaging products in 14 plants throughout the country.

THANK YOU, MR. KHRUSHCHEV

for "launching" the Popular Science Satellite in Russia!



This satellite model was built by a Popular Science editor for January, 1956 article, "Plastic Moon to Circle Earth 16 Times a Day."



Identical model appeared in Soviet magazine, *Young Technique*, nearly two years later – an example of the way Russian editors "adapt" a Popular Science Story.

The famous "Case of the Borrowed Sputnik" is only one of many compliments Russians have paid Popular Science and its 1,390,293* American buyers.

Russian technical publications often forget to give credit lines. The most obvious lapse concerned the satellite model shown above which was a true prototype of the first American satellite. Constructed by a Popular Science Monthly editor and used to illustrate a science article in the January 1956 issue, it appeared nearly two years later as a bona fide Russian Sputnik in the Soviet magazine, *Young Technique*.

On that occasion, the Reds were caught red-handed, for virtually every American newspaper picked-up and exposed the "oversight". Most of their "adaptations" are less widely publicized.

Why the Russians Imitate Popular Science

As long ago as 1954, Popular Science warned of the massive technical crash program underway in the Soviet Union, in an article: "Russians Cram To Beat Us in Science". As a part of that program, the Russians recognize the need for dramatic scientific reporting. So they are now publishing a Soviet version of Popular Science. Through it, they hope to awaken scientific curiosity just as Popular Science has stirred thinking Americans to an interest in the wonderful world of applied science.

The big difference between our way and theirs, is this: Our young men go into scientific and technical fields voluntarily. They make it on their own – without special privileges or membership in a regimented "elite". They're spurred on by interest – the driving force that has been the credo of Popular Science Monthly since its founding in 1872: It must be interesting.

POPULAR SCIENCE *Monthly*

AMERICA'S FIRST-TO-TRY FIRST-TO-BUY AUDIENCE

Evidence of Popular Science Editorial Vitality

By interpreting the sweeping changes being wrought today, Popular Science has captured the attention of an all-time record number of venturesome Americans – energetic, idea-seeking people who make practical use of every new improvement . . . in their homes, businesses, automobiles and their many avocational interests.

Advertisers have been quick to recognize the potential of this expanding audience of *doers, tryers and buyers*. Within the provocative editorial climate of Popular Science, they find they can stimulate the greatest number of readers to action at minimum cost. With circulation soaring to record levels, there is now an even greater opportunity to provoke *peak buying action per dollar* in the pages of Popular Science.

*More and more Americans are buying Popular Science – ABC Circulation first six months, 1959 – highest six-month average in history of the Science-Mechanical Field.

Call or write today for your copy of "A Definitive Audience Study of General & Specialized Magazines"

355 Lexington Avenue, New York 17, N. Y. Telephone: MUrray Hill 7-3000

Chicago CEntral 6-5915 · Cleveland MAin 1-7473 · Detroit WOodward 2-2863 · Portland, Ore. CApital 6-2561 · Los Angeles DUnkirk 1-1271 · San Francisco GArfield 1-3846

ACTI

...A dynamic

ACTIVISM MOVES PEOPLE...

ACTIVISM is much more than a *measure* of performance. It is Family Circle's whole reason for being. It is the total reflection in a magazine of the ACTIVISM in every busy housewife's daily life . . . kids and kitchens, food and fun, decorating, dressmaking, gardens, gadgets, and new ideas. Editorial ACTIVISM makes Family Circle uniquely personal, uniquely practical, uniquely persuasive. Women buy Family Circle and do things because of it. (*One ad pulled 600,000 sweepstakes entries.*)

ACTIVISM MOVES

The checkout counters of the American supermarket are a perfect illustration of ACTIVISM at work. Cash registers ringing, carts rolling, people moving, people buying—more and more people buying Family Circle, ringing up more direct single-copy sales than any other magazine. This is

FAMILY CIRCLE

VISM!

new concept of total magazine performance

MAGAZINES...

circulation ACTIVISM. It brings Family Circle not just to masses of people, but to *customers* . . . reaches them where advertised products are bought and sold . . . stays with them in the home where products are used. (*Over 5 million copies move out of chain and independent supermarkets.*)

ACTIVISM MOVES PRODUCTS...

Family Circle's ACTIVISM directly reaches women directly interested in what the magazine has to sell . . . ideas, products, and services. This total spirit of ACTIVISM in Family Circle makes grocer, editor, and advertiser partners in advocating action . . . action that builds displays . . . action that moves products . . . action that pays off at the cash register. This is sales ACTIVISM, the dynamic purpose built into Family Circle and Family Circle advertising. (*2 million proofs of purchase from a single Family Circle contest.*)

IS ACTIVISM!

(You'll see examples of ACTIVISM*-at-work in these pages soon.)*

The Editorial Viewpoint . . .

Back to School for Admen

J. M. Russakoff, who once represented Advertising Age in Boston and subsequently served for several years on the New York editorial staff, and now operates a smallish advertising agency in New York, urges us to urge all advertising people to observe the beginning of the new school year by going back to school themselves. And we are glad to oblige.

"In essence," he says, "I hope you will come out strongly for the entire ad business, in all its branches, to go back to school—to continue their education—salesmen, writers, production people, media people, radio and tv, artists, layout people, sales promotion workers, etc., etc. —whether working for agencies, media, printers, advertisers or whatever.

"Beginners, or those whose jobs have limited opportunity, need courses—'cookbook' type of courses on how to do this or that, broad general courses in marketing, economics, etc.—and even management needs courses on broad aspects of society, such as politics, sociology, history, psychology.

"The one and two-week workshops and seminars, including your own three-day sessions, are great and do a job, but the process of education must be continuous, especially for us in business. We must know what the score is, and one of the cheapest, quickest and best ways to find out, and benefit ourselves in so doing, is to take provocative courses in the field of our interest.

"It has been said, with some truth, that many people in advertising are ignorant, that we don't attract the best talent any more, that we don't encourage people to learn and to grow. Look at the way many industrial companies are hiring young engineers, with arrangement so they can get master's degrees and other advanced education at company expense . . .

"If we want to upgrade our profession or business, we must upgrade our people. If we want to be confidants of management, we must earn it by understanding and knowledge and intellectual stature.

"Industry needs help in the area of promotions, communication, help along the lines of planning and efficient execution, and we won't be able to give this service unless we train ourselves for it by constant education."

To which we can say nothing but a hearty Amen. Advertising people must not only be competent technicians but competent citizens of the world, and they must keep up with all the broad areas of knowledge which move so rapidly and so drastically influence their activities.

The Money's in the Can

In October, 1957, we ran an editorial in these columns headed "Ultimate Nonsense?" which now turns out not to be so ultimate at all.

"With a perfectly straight face," we said, "Advertising Age reported last week that Boscul coffee, sold in the Philadelphia-Camden area, comes with an envelope containing a nickel in the can.

"This means (we believe) that if a coffee buyer is smart enough to open the can, instead of throwing it out unopened, she will get a nickel back on her purchase. And this, of course, is quite a different thing from being able to buy a can of Boscul coffee for 5¢ less than the current price.

"The vista this opens is amazing," we said back in 1957. But apparently this amazing vista of reducing the price by putting coin of the realm into the package is restricted, by some natural affinity we cannot fathom, to coffee.

As we reported last week, with not quite a straight face, there are now three coffees coming with coin in the can. Out in San Francisco, Butter-Nut is putting 25¢ pieces in 1 lb. cans and 50¢ pieces in 2 lb. cans; in Chicago North Woods is somewhat pikerishly enclosing 7¢ in its cans; and in Colorado and Minnesota Houston's Duncan Coffee Co. is enclosing "silver coins."

Well, this is nonsense all right; but it can't be the ultimate nonsense we suspected a couple of years ago; something better in the way of nonsense is bound to show up before too long.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

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Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins.** Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty.**

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"He says this will never be a profession until we can send out bills that just say 'For services'."

Some Notable Postal Progress

For many years, there has been widespread impatience over the failure of the Post Office Department to advance beyond the "horse and buggy" era into the age of automation. The public's sense of frustration has been particularly keen because the department's leaders often seemed more interested in quibbling over rates, than they were in doing something about the deteriorating service.

Now it is comforting to learn that the transition of the Post Office to a modern institution is finally getting under way. Under a vigorous —yet realistic—timetable, the department is securing new buildings where they are most needed. Best of all, it is adopting new procedures and equipment which should speed the service and check rising costs.

To be sure, the automatic canceling and sorting machines which are going into service now are not the ultimate in automatic equipment. They are, however, a big step forward in the direction of modern mail handling; and they are forerunners of better and more efficient models which will inevitably follow from the extensive research now under way.

Postmaster General Arthur Summerfield is to be complimented, in particular, for his foresight in enlisting the resources of private industry to identify and solve his department's problems. Several of the nation's most competent industrial organizations have been induced to assign their engineers and technicians to postal problems. From this competitive effort, the department is reaping a rich harvest of ideas, which are now being put to work for the benefit of the public.

# # #

What They're Saying . . .

No Room for Dubs

In many fields, there is room for dubs, but goof-offs should stay out of advertising. Not only will they add nothing to advertising, but they will work very hard and get nowhere.

A man going into advertising should have talent, real creative ability of some kind. He should be a natural communicator. He should have planning ability, and a logical mind full of good common sense.

—Walter Guild, president, Guild, Bascom & Bonfigli, speaking at the Alpha Delta Sigma convention, Stamford University.

They're Music Lovers

Any mother who checks out at the supermarket with a tot or two in tow has more than one item in her basket selected—and specified by brand—by her offspring.

—Muriel Nissen in The Courant, Hartford.

Rough Proofs

Now that the kids have finally gone back to school after the summer vacation, mamma can breathe a sigh of relief and start enjoying that leisurely second cup of breakfast coffee.

•

Manufacturers of goods for the masses brag their products are sold at stores everywhere, while purveyors of high-fashion merchandise reverse the field with the snooty line, "Found at only the finest stores in America."

•

A number of broadcasters have been painfully chastised for allowing commercials for Preparation H on their stations, but the copy is appearing regularly in some of the very nicest print media.

•

Intimate is "a fragrance now cherished by smart women as one of the world's seven *great* fragrances."

And if you don't know the names of the other six, you're just not smart.

•

"Professional taste testers," says Owens-Illinois, "confirm that glass bottles protect beer's flavor best."

That's nice work if you can get it.

•

"The bow on every Bali bra is sweet strategy that brings glory to the bosom."

It would be ungracious not to give nature just a little bit of the credit.

•

Lever Bros. is promoting Imperial as "unconditionally guaranteed to taste like the 70¢ spread."

Wonder what ever became of Good Luck margarine.

•

Jack Webb tells readers of the *Post* that writers have called him a lot of names, including "a tough s.o.b."

If "Dragnet" had been a flop, they wouldn't have bothered to mention his name.

•

"Germaine Monteil's exclusive Lumium lights your lids with colors such as dreams are made on."

Will Shakespeare would have liked that line.

•

Believe it or not, a manufacturer of women's shoes is spending money in fashion magazines to advertise his product as entirely suitable for walking.

•

With a bow in the direction of Geritol's tired blood, Lilly Daché is promoting Quick Change as just the thing for the gal who feels she is suffering from tired skin.

•

Chicago's White Sox appear to be on their way to an American League pennant without the aid of the awe-inspiring muscle men who have been breaking down the fences for such also-rans as Washington, Cleveland and New York.

Copy Cub.

During the first 7 months of 1959

The Washington Post

was first in automotive advertising

among all newspapers

in America's top ten Markets.

For More Than 20 Years Washington's R.O.P. Color Newspaper

Represented By: Sawyer, Ferguson, Walker Co.—New York, Chicago, Detroit, Atlanta, Philadelphia, San Francisco, Los Angeles; Joshua B. Powers, Ltd.—London, England; Senor G. Enriquez Simoni—Mexico City, Mexico; Allin Associates—Toronto and Montreal, Canada; The Hal Winter Co., Florida Hotel and Resort adv. rep.—Miami Beach, Florida; Tom McGill, New England Hotel and Resort adv. rep.—West Roxbury, Massachusetts; Lou Robbins, New York and New Jersey Hotel and Resort adv. rep.—1265 Broadway, N.Y., N.Y.; Puck, The Comic Weekly.

Kogos International Opens

Frederick Kogos, publisher of *Apparel Magazine* and president of Apparel Institute, New York, has founded Kogos International Corp. with offices at 1140 Broadway, New York. The new company will specialize in functioning on an international basis for foreign fashion and technical magazines and textbooks, exposition representation, trade tours, foreign patents, association representation, trade negotiators and executive employment.

Rice-Youmans Names Two

Rice-Youmans Publishing Co., Barrington, Ill., has named James A. LeVelle assistant publisher of *Petroleum Equipment* and C. R. Graham editor of the publication. Mr. LeVelle formerly was editor of *Petroleum Equipment* and Mr. Graham formerly was assistant editor of *Petroleum Engineer*, drilling and producing edition. Both men will headquarter in Dallas.

Free to WRITERS
seeking a book publisher
Two fact-filled, illustrated brochures tell how to publish your book, get 40% royalties, national advertising, publicity and promotion. Free editorial appraisal. Write Dept. 1A1
Exposition Press, 386 Pork Ave. S., N.Y. 16

LANSING B. LINDQUIST, *from 1950 to 1956 vp in charge of tv and radio of Ketchum, MacLeod & Grove, Pittsburgh, will return to Ketchum, MacLeod Sept. 15 as a vp, with responsibility for all broadcast and media activities. Since January, 1956, he has been a vp and associate tv director of McCann-Erickson, New York.*

Bankers Assn. to D-F-S

The California Bankers Assn. has appointed the San Francisco office of Dancer-Fitzgerald-Sample to handle its advertising. Association membership includes all banks and trust companies in California and headquarters are in San Francisco. No plans for advertising or promotion will be announced until the end of this year.

Pan Am, American Airlines Join in Jet-to-Hawaii Push

NEW YORK, Sept. 9—American Airlines and Pan American World Airways joined forces this week in a campaign to promote all-jet travel between U.S. cities and Hawaii.

Both carriers operate Boeing 707 jets.

A series of 900-line joint-signature ads began running yesterday in newspapers in New York, Boston, Washington, Detroit, Chicago, Dallas and Fort Worth.

The "jets-to-Hawaii" service also will be promoted on Pan Am's television newscasts and on American's "Music 'til Dawn" radio programs.

Ads will point out that East Coast passengers will be able to take late afternoon American jet flights and connect with Pan Am jets leaving from Los Angeles or San Francisco in time to be in Hawaii later the same evening.

■ The promotion is called "the largest joint advertising campaign ever launched by two unaffiliated airlines." The ads are being produced by Pan Am's agency, J. Walter Thompson Co. #

Radio Spot Drive Boosts Time Oil as Major Independent

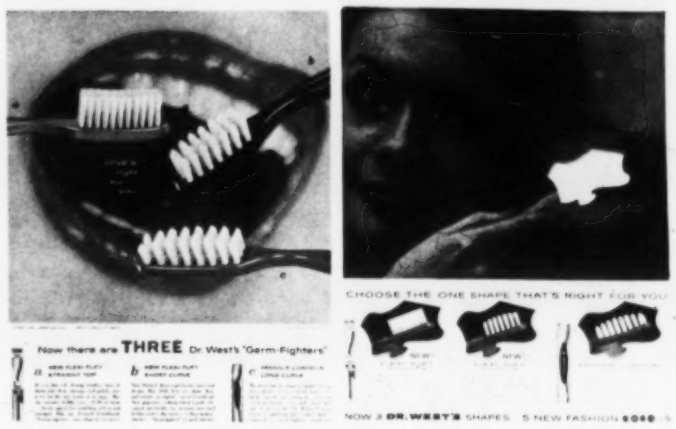
Time Oil Co., Seattle, has undertaken a spot radio campaign in the Seattle-Tacoma area to introduce Time as a major independent gasoline marketer in the Pacific Northwest. Prior to the promotion many service station outlets previously served by the company as independent brand stations were converted to the Time brand.

The drive calls for 25 to 30 spots per day on each of six stations: KTAC and KTNT in Tacoma and KAYO, KING, KJR and KOL in Seattle. The spots combine a transcribed teaser noting, "There's something special about Time gasoline," with a live payoff, "Ask the man who sells it." Frederick E. Baker & Associates is the agency.

Monroe Greenthal Adds Lion Boot Polish Account

Day & Martin Co., London, manufacturer of polishes since 1770, has appointed Monroe Greenthal Co., New York, to handle advertising and sales promotion for its new Lion boot polish in the U. S. The new polish, reportedly the first wax shoe polish in a tube, will sell at 29¢ and be distributed through chain and department stores.

Advertising will break Sept. 15 in newspapers and on tv in Baltimore, Cincinnati and Hartford, and will be extended to other markets as rapidly as possible, with national coverage scheduled for January.


Now there are THREE Dr. West's 'Germ-Fighters'
CHOOSE THE ONE SHAPE THAT'S RIGHT FOR YOU
NOW 3 DR. WEST'S SHAPES 5 NEW FASHION COLORS

NEW GERM-FIGHTERS—*Weco Products Co. is adding two new "germ-fighter" toothbrushes to its standard brush in the line with these four-color pages. The ad at the left will run in the October Reader's Digest and Life Oct. 12. The ad at right, which uses a jigsaw puzzle format, runs in Life Nov. 2.*

Two New Dr. West's Toothbrushes to Bow in Magazine Drive

CHICAGO, Sept. 8—Weco Products Co., maker of Dr. West's toothbrushes, will introduce two new toothbrushes next month in a $400,000-$500,000 campaign.

Four-color pages will run in the October *Reader's Digest* and Oct. 12 *Life*, followed by a four-color page in the Nov. 2 *Life*.

A trade campaign in drug and grocery publications preceded the consumer drive. Backing up the magazine ads will be radio and tv in selected markets and heavy point of sale materials, including a new movable shelf-extender display rack.

Print advertising will be resumed in January, with a page in *Life*, followed by ads in other publications.

■ The new brushes, the second and third in the Dr. West promotion line, were designed according to dentist recommended specifications for different brushing techniques, according to Weco. Both brushes, the straight top and the short curve, are treated with "germ fighter," a special anti-bacterial process introduced in 1955 (AA, Sept. 19, '55). Weco also markets a number of other toothbrushes in various shapes, but none of the others are big sellers or are promoted to any extent, according to the company.

The two new toothbrushes and the original "germ-fighter" brush now come with five new colored handles. Winners of a $15,000 "Name the color" contest, conducted this summer to select names of the five colors, will be announced Sept. 15.

J. Walter Thompson Co. is the agency for Dr. West's toothbrushes. #

NTA Realigns Sales Force; Goldman, Sillerman Named

National Telefilm Associates, New York, tv film distributor, has realigned its sales operations. Harold Goldman, president of NTA International, will head feature film sales, market-by-market sales of half-hour film programs and sales of all tape presentations, with headquarters in the new Beverly Hills office. E. Jonny Graff, NTA vp, has moved from Chicago to New York, where he will head station sales under Mr. Goldman. Marvin Lowe has been promoted from an account executive to acting head of the Chicago office.

Michael M. Sillerman, president of NTA Program Sales, will be responsible for network, regional and group stations sales of first-run half-hour programs. Under Mr. Sillerman's supervision, Arthur Spirt, vp at NTA Program Sales, will head the regional and group station sales division in New York, while Walt Plant, also vp of NTA Program Sales, will handle similar activities in Los Angeles. NTA will move its main office from New York to the National Theater Bldg. in Beverly Hills on Sept. 25.

135 Woolf articles

in handsome library edition

SALESENSE IN ADVERTISING is a careful collection of 135 of the best-liked of the more than 500 widely-read articles James D. Woolf has written for *Advertising Age*. Handsomely bound in cloth. Profusely illustrated. Woolf, for 32 years Creative Director of the Western Division of J. Walter Thompson Co., is well-qualified to express his ideas in this provocative volume. What makes this book different are the things that make Woolf different . . . an undying interest in people, an abiding faith in common sense and human dignity, a great impatience with stupidity, and the ability to express himself so clearly and forcefully that what he writes is instructive and enjoyable at the same time. Price, $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill. for "Salesense In Advertising," available on five days' approval.

As Mr. Mason said to Mr. Dixon:
The Atlantic City Press Covers the South... South Jersey that is...

And Mr. Dixon should have known—as do so many of today's knowledgeable advertisers—that the Press, ranked SIXTH in the Nation in total lineage gained, provides ONE-MEDIUM coverage of Southern New Jersey's three great growing counties of Atlantic, Cape May and Cumberland.

To get your share of this concentrated buying power you must use the Press.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

Roland L. Adams, *President*
Scolaro, Meeker & Scott, Inc., *National Representatives*

LIVE AD—*Models wearing Rose Marie Reid's Marina Del Mar swimsuits recreate in life size a magazine color page that Reid will use during its 1960 sales season. Standing by are Shirley McWilliams, ad manager of Reid, and George McConnell of Anderson-McConnell, agency for the Marina Del Mar line. The scene is a Reid national sales meeting.*

Newsweek's share of ad pages is at an all-time high.* Ask your agency why.

the different newsweekly
for communicative people

* Analysis of PIB Data

	1955	1956	1957	1958	1st half 1959
NEWSWEEK	31.8%	32.8%	34.2%	34.3%	34.7%
TIME	35.6	34.8	34.3	34.8	34.0
U.S. NEWS & WORLD REPORT	32.6	32.4	31.5	30.9	31.3
	100%	100%	100%	100%	100%

Note trend. Largest share in newsweekly field.

Devcon Tests Push for Plastic Steel

PHILADELPHIA, Sept. 9—Devcon Corp., Danvers, Mass., launched a four-week test promotion here today for its plastic steel adhesive (AA, April 1, '57).

Newspaper ads are being used in the *Philadelphia Bulletin* and *Philadelphia Inquirer*. WFIL will run 30 radio spots a week, and WFIL-TV will broadcast 20 spots a week for four weeks, starting Sept. 15. One in every four cars on the Philadelphia transit system will carry a plastic steel poster. In addition, quantities of yellow and red buttons imprinted with a jingle—"Be a hero, be a wheel; fix it up with plastic steel"—have been distributed to stores in the area for distribution to children.

Tippett & Co., Needham, Mass., is the agency.

■ The repair compound, which will retail in two sizes at 98¢ and $1.89, is recommended by Devcon for do-it-yourself work and for professional repair of wooden and metal furniture, lawn mowers, tows, bathroom fixtures, appliances, etc. The material is a mixture of 80% powdered steel and 20% specially modified thermosetting plastic material. Plastic steel, the manufacturer reports, will "bond anything to anything," including concrete, metals, wood and glass.

The Philadelphia test is preliminary to a new national sales promotion program, which will be undertaken market by market this fall. #

'This Week' Boosts Rates

This Week Magazine, New York, has announced that effective Sept. 13 its circulation will reach a record high of more than 13,000,000 and advertising rate will go from $38,600 to $39,300 per b&w page. *This Week* said the record circulation was reached with the addition of the *Grand Rapids Press* and *Tampa Tribune* (AA, June 29), bringing the total number of newspapers distributing the magazine to 42.

Hooker Ads Up in Canada

"Hooker" advertising in Canadian daily newspapers—small ads by local stores, running in the same edition as manufacturers' ads, to tell readers where advertised products may be purchased—increased from 2,159,514 lines in the first half of 1958 to 2,253,344 lines in the first half of 1959, according to the Canadian Daily Newspaper Publishers Assn.

Scudder to Campbell-Mithun

Scudder Food Products, Monterey Park, Cal., has moved from Charles A. Mottl Inc., Beverly Hills, to Campbell-Mithun, Los Angeles. The company processes potato chips, peanut butter and other products, which are marketed primarily in western states. Campbell-Mithun said projected annual billings are $600,000.

MORE COFFEE IN YOUR COFFEE—*Pan American Coffee Bureau will launch a campaign for stronger coffee with a color page facing a b&w page in the Sept. 28 issue of Life and the Oct. 13 issue of Look. For a 10¢ initiation fee readers will receive a new brewing leaflet entitled "The Secret of Honest Coffee," an official coffee measure and a frameable certificate of membership in "The League of Honest Coffee Lovers." Batten, Barton, Durstine & Osborn is the agency.*

Demand 'More Coffee in Our Coffee, or Fight,' Says New Coffee Bureau Campaign

NEW YORK, Sept. 8—Pan-American Coffee Bureau will launch a campaign for stronger coffee with a series of ads starting in the Sept. 28 issue of *Life*.

Under the headline, "Arise, people of America, ere it is too late!," the ads will urge, "More coffee in our coffee, or fight," and will launch "A crusade for honest coffee."

The campaign, prepared by Batten, Barton, Durstine & Osborn, will open with a color page facing a b&w page in the Sept. 28 issue of *Life* and the Oct. 13 issue of *Look*. The schedule calls for 13 insertions in *Life* and nine in *Look* between September and June.

Charles G. Lindsay, manager of the bureau, commenting on the campaign, said, "It recognizes that coffee and coffee drinking is a pretty casual thing to most Americans. In fact, it has become so casual (we drink 390,000,000 cups a day) that we forget we're missing a lot of enjoyment when we make or accept a thin, watered-down cup of coffee.

"In spite of its off-beat approach, we believe this 'crusade for honest coffee' will bring to mind again the pleasure to be had from a rich, full-flavored beverage, and encourage a lot of people to go back to it."

■ Included in each of the new ads will be an offer of a "complete coffee lover's kit." For 10¢ "initiation fee," the sender receives (1) a new brewing leaflet entitled "The Secret of Honest Coffee," (2) an official coffee measure and (3) a framable certificate of membership in "The League of Honest Coffee Lovers." #

Parkson Names Durant, Blauhut

Lloyd Durant has been named to the new post of vp and East Coast tv-radio director for Parkson Advertising Agency, New York. Don Blauhut has been appointed vp and West Coast tv-radio director. Mr. Durant was formerly president of Commercial Telecast Networks, advertising agency counselor, tv film producer and closed circuit tv company, where he will continue as a director. Mr. Durant had been a consultant to Parkson for several years. Mr. Blauhut has been tv-radio director in the New York office of Parkson. He recently went to the West Coast to open a Hollywood office for the agency.

3 Join DDB in Radio-TV

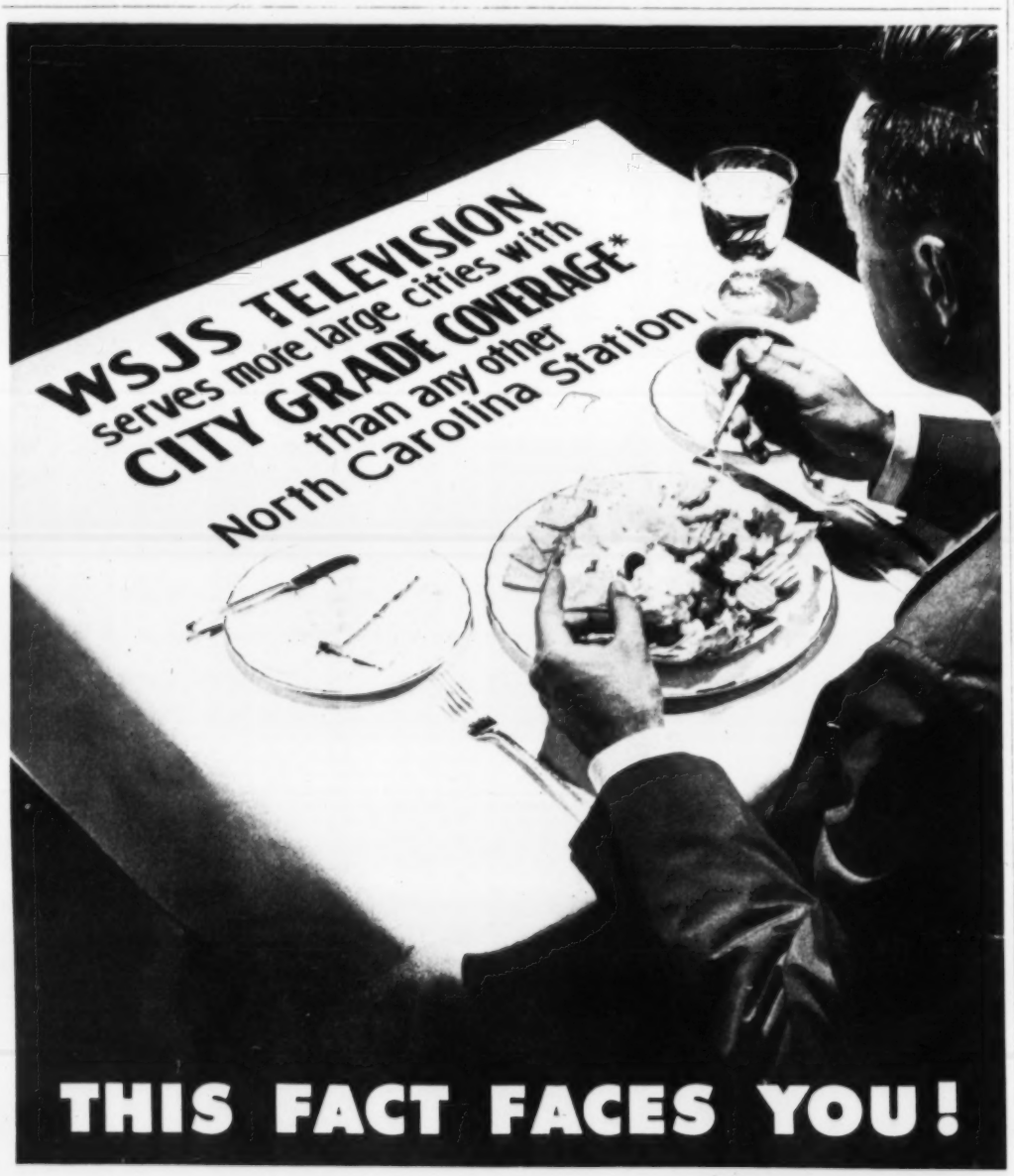
Doyle Dane Bernbach Inc., New York, has added three men to its tv-radio department. Joseph C. Spery, formerly radio-tv manager at Campbell-Mithun, Minneapolis, has been named a senior producer. Robert Warner, who was an associate producer at CBS-TV, has been appointed an associate producer. Joseph Battaglia joined DDB as business manager of the television department, coming from N. W. Ayer & Son, where he held a similar position.

Ebberts Joins Ebberts

Richard G. Ebberts, formerly sales promotion manager of Barksdale Valves, Los Angeles, has joined his father's agency, Dan Ebberts & Co., Huntington Park, Cal., as an account executive.

Berg Joins 'Scientific American'

Russell M. H. Berg, formerly with *Control Engineering*, has joined the sales staff of *Scientific American*, New York.



PROOF:

WSJS Television's *City Grade* coverage saturates fourteen cities, each with over 6000 population, in North Carolina's biggest Metropolitan market. These fourteen cities are located in the rich industrial Piedmont—North Carolina's first market buy with WSJS Television.

WSJS television
Winston-Salem / Greensboro
MST

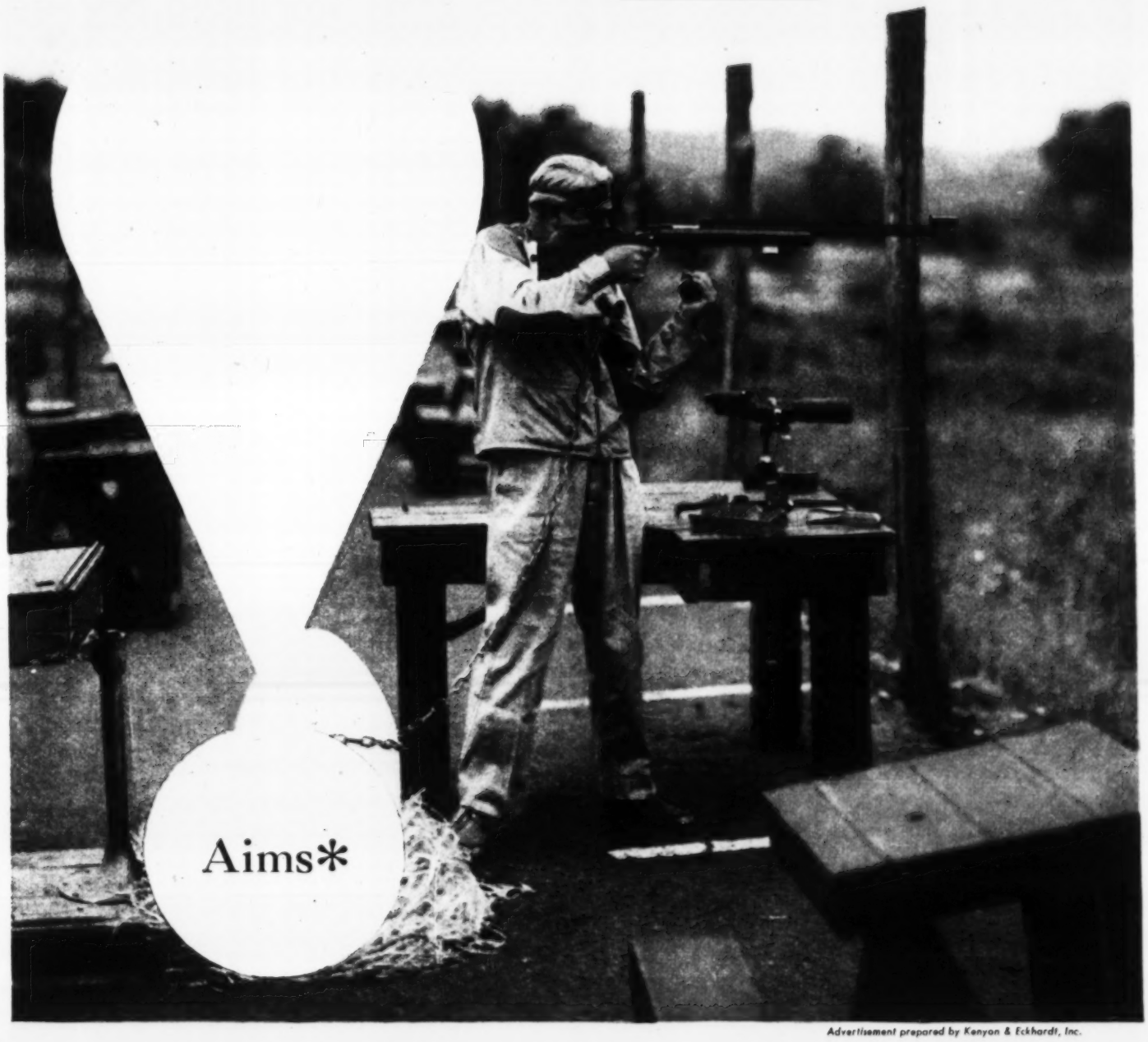
NBC CHANNEL 12
Headley-Reed, Reps.

You, too, can get effective merchandising help in Muncie

TOM BOWER—Sales Representative for the Kellogg Co. SAYS—

"MUNCIE NEWSPAPERS always cooperate wholeheartedly with company representatives in merchandising efforts that pull positive sales results!"

The MUNCIE STAR ★ MUNCIE EVENING PRESS
MUNCIE, INDIANA
National Representatives: Kelly-Smith Company

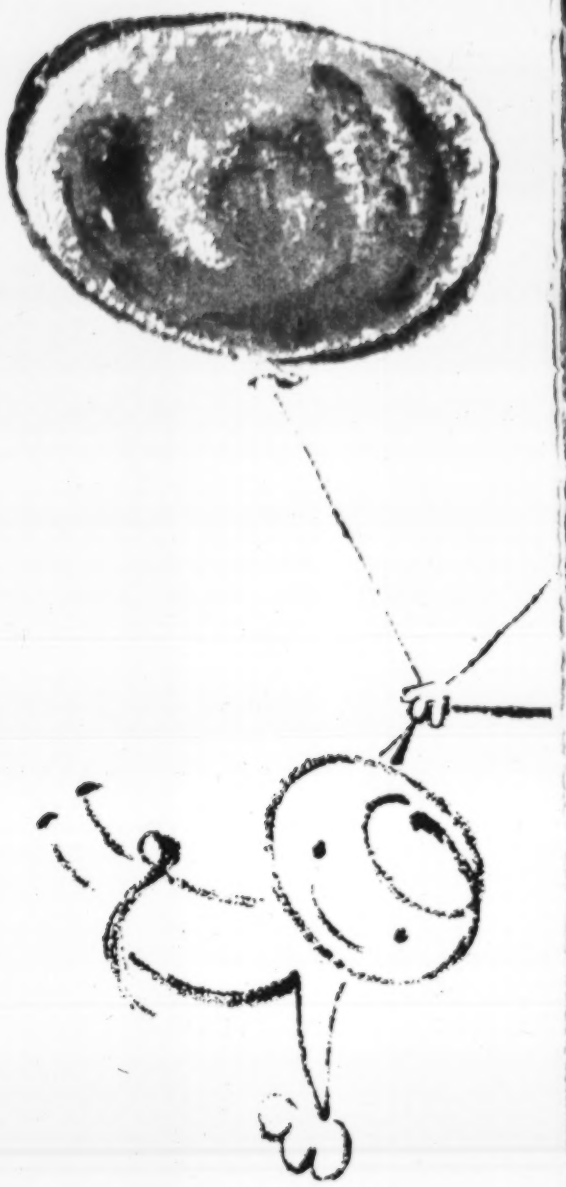


Advertisement prepared by Kenyon & Eckhardt, Inc.

* "The Chase Manhattan's Nest Egg campaign has run for three years in The New Yorker Magazine . . . has built a positive personality for its Trust Department . . . has brought in business from The New Yorker's exceptionally desirable audience."

Francis G. Ross *Executive Vice President, Trust Department, The Chase Manhattan Bank*

THE NEW YORKER MAGAZINE

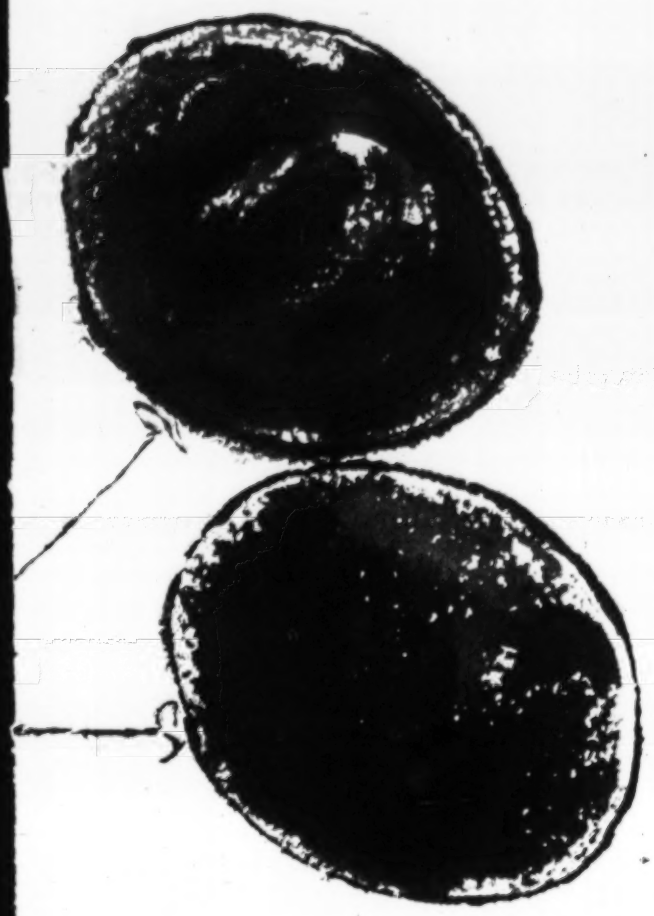


FULL COLOR

TO SEND SALES SOARING

ANY WEEKNIGHT IN CHICAGO

(The ONLY evening newspaper offering four-color advertising Monday through Friday)



Wednesday, September 23, 1959 is Red, Blue, Yellow (and any other color you can think of) Day at The Chicago American. The impact, the provocativeness, the sales stimulation that is dramatic full color is yours for the first time in Chicago's leading evening home-delivered newspaper.

COLOR as you wish to use it . . . registration, reproduction and technical excellence are assured (be it line, spot, Ben Day or full process) on the most modern of press equipment-manned by craftsmen of unequalled skill and experience.

COLOR as you will want to use it . . . for the many, many benefits of color are intensified and magnified with an already responsive audience to whom color will be fresh, new and startlingly different.

COLOR every weekday (Monday thru Friday) you want to use it . . . with realistic, workable deadlines, consistent with professional quality, permitting ample time for planning, preparation and astute placement.

COLOR at sensible rates that keep your budget in mind . . . the lowest color surcharge ($600) of any standard-size Chicago newspaper.

COLOR, COLOR, COLOR
sends sales soaring because:*

COLOR BOOSTS READERSHIP

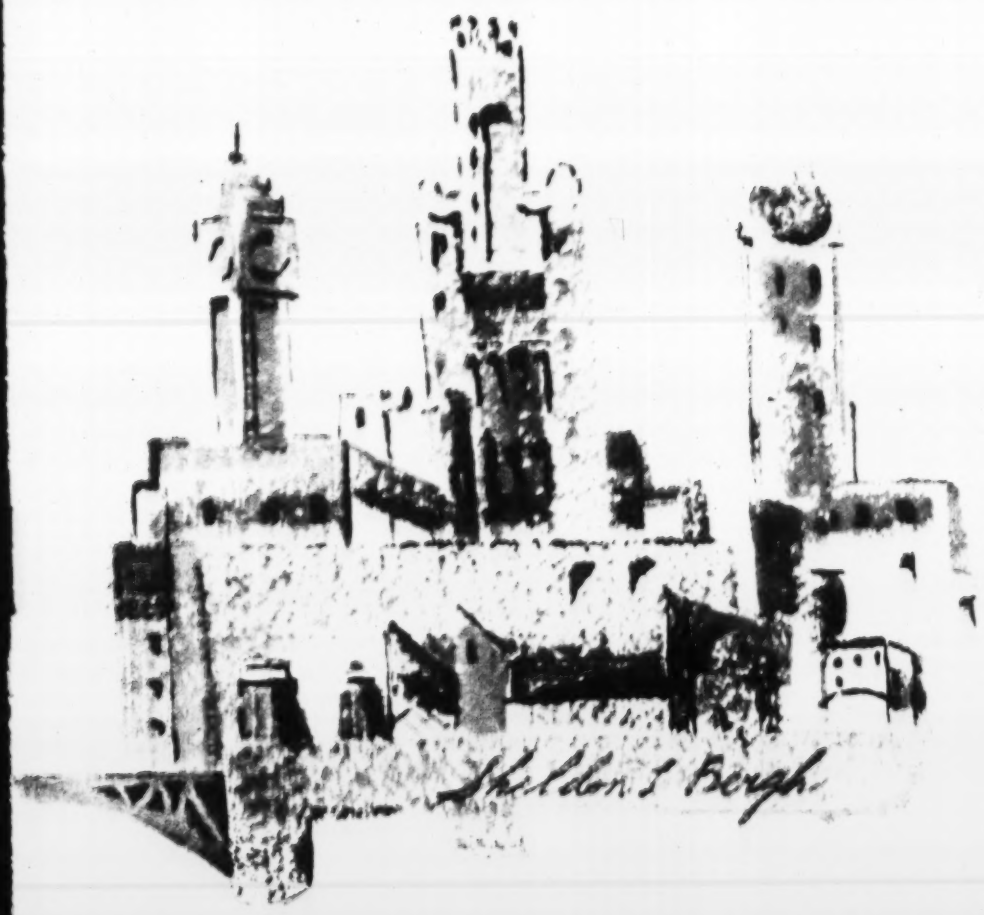
- add color to black and white, increase readership 80%
- add color to black and white, pull 83% more readers into the copy block or "sales story"
- add color to black and white, readership of the opposite sex zooms for ads with men's or women's "appeal"

COLOR DEEPENS RETENTION

- add color to black and white, 94% more people remember reading your ad . . . days later

COLOR SELLS, SELLS, SELLS

- add color to black and white, 130% more readers purchase the product after reading
- add color to black and white, 58% more readers shop at your store after reading



When you consider the many benefits of color . . . extra readership and retention, strengthening store and brand identity, attracting the opposite sex, pull into the copy block, generating sales . . . combined with Chicago's leading evening home-delivered newspaper . . . an above average audience new to the magic of color, already loyal and responsive to The Chicago American, reached through a comparative low investment . . . you will want to be among the first to make your sales soar with a complete schedule of full color advertising in The Chicago American.

THE CHICAGO AMERICAN

CHICAGO OWNED • CHICAGO EDITED • CHICAGO DEDICATED

*Source: The Houston Chronicle, ROP Color Study - 1958

BBDO Names Three VPs

Batten, Barton, Durstine & Osborn has appointed Donald A. Wells, a management supervisor in the New York office, Louis J. Rolle, account group supervisor in San Francisco, and Michael Hicks, managing director in Canada, vps. Edward B. Roberts Jr., formerly supervisor of applications for the writing grants program at CBS-TV, has joined BBDO in New York as an editor in its tv department.

AMETCO VIRGIN-VINYL

3-RING BINDERS

AS LOW AS 84¢ IN LOTS OF 1000

An AMETCO quality binder with individually-designed cover will magnify the effectiveness of your sales catalogs, presentations, sample books, price manuals or sales-promotion literature.

Write for free literature, including quantity prices, styles, colors.

AMERICAN THERMOPLASTIC COMPANY
425 First Avenue • Pittsburgh 19, Pa.

Typical binder, prepared for leading corporation.

Jedd Kampa to Scribners

Jedd Kampa, formerly an account executive with Dancer-Fitzgerald-Sample, has been named manager of a new advertising and sales promotion department of the Scribner book store operated by Charles Scribner's Sons, New York, book publisher. Increased retail advertising, an institutional series to promote the store and its services, and a "greatly expanded" direct mail program are planned.

WISK Names James Simons

James F. Simons, formerly general sales manager of KFWB, Hollywood, has been named general manager of WISK, Minneapolis-St. Paul. The FCC recently approved the sale of WISK to Crowell-Collier Publishing Co. by BVM Broadcasting Co.

Gramercy Advertising Moves

Gramercy Advertising, New York, has moved to new offices at 815 Fifth Ave.

BULL'S EYE—*Talon Inc., New York zipper maker, won the Direct Mail Advertising Assn.'s Gold Mailbox Trophy for direct mail advertising in 1959. Pictured here is one of Talon's mailings. McCann-Erickson is the agency.*

Through These Portals Pass Admen Who Immortalize General Cigar's White Owls

NEW YORK, Sept. 11—One of the crosses an adman must bear is the bushel basket of anonymity under which his creative light perforce is hidden.

Occasionally, posing as a model, he may inject his picture or the picture of a colleague into an ad. Rarely, he may immortalize his initials, as did Wally Drew in the toothpaste ingredient WD-9.

■ Now an agency has found another indirect route to an obscure type of fame. Current radio commercials for White Owl cigars are built around earthy conversations between duos of "typical" men. One such conversation is between two admen riding in a cab and bearing a set of layouts. The address which they give the driver, and which again appears in the script when the cab arrives at its destination, is 285 Madison Ave.

This is the address of Young & Rubicam, which has the General Cigar account, and, in enlarging the fame of White Owls, the commercials may be subliminally suggesting that other advertisers beat a path to the agency's door. #

It's true that people make markets, BUT they do not become customers until they are **REACHED and SOLD**

in **AKRON**
only the **BEACON JOURNAL**
can do the job!

Here are the facts about the Akron Beacon Journal Area of Influence.

a 1 billion 400 million* DOLLAR MARKET

POPULATION . . . 745,660
FAMILIES 220,734

TOTAL BEACON JOURNAL CIRCULATION:

DAILY	SUNDAY
165,373	175,773

Plan your sales promotions in Akron's ONLY daily and Sunday newspaper and be sure your messages go home. It costs but 40c per line with spot or full ROP color available in all issues.

*Source 1959 Sales Management Survey of Buying Power.

1 Color and Black
2 Colors and Black
and Full Color
available in all Daily and Sunday issues

AKRON BEACON JOURNAL
"Ohio's Most Complete Newspaper"
JOHN S. KNIGHT, Publisher Represented by Story, Brooks & Finley

Ray Evans, 48, Retired Ad Exec of 'WSJ.' Is Dead

BELLPORT, N. Y., Sept. 8—Ray E. Evans, 48, associate advertising manager of the national edition of the *Wall Street Journal* before his retirement two years ago because of ill health, died Sept. 6 of cirrhosis of the liver at Brookhaven Memorial Hospital.

Born in New York, Mr. Evans joined the *Wall Street Journal* as an office boy. He worked in various departments of the newspaper, and in 1935 was made a salesman in the real estate advertising division. In 1940 he was transferred to the Chicago office as a general advertising salesman. In 1947 he returned to the New York office, and three years later he was appointed advertising manager of the eastern edition. In 1956 Mr. Evans was named associate advertising manager of the national edition, but because of ill health he was forced to retire in 1957.

LAWRENCE C. MYERS

DETROIT, Sept. 8—Lawrence C. (Larry) Myers, 64, vp and manager of the Detroit office of the National Outdoor Advertising Bureau, died here Aug. 27.

Mr. Myers began his career in the outdoor advertising business in 1919 when he joined Thomas Cusack Co. In 1925 he joined the George Harrison Phelps Co. where he organized the outdoor department for the agency. Three years later he joined Advertisers Inc. and remained with that agency until it dissolved in 1933, when he joined General Outdoor Advertising Co. as manager of the Decatur, Ill., branch. He remained with General Outdoor, later becoming market representative, until 1945 when he joined NOAB as Detroit office manager. Two years later he was elected a vp.

ROBERT J. WADE

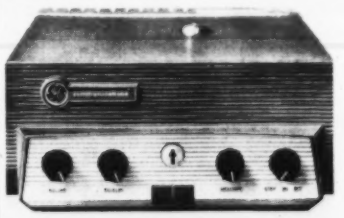
LARCHMONT, N. Y., Sept. 9—Robert Joseph Wade, 51, designer of sets for television productions which won several awards, and the first tv art director of National Broadcasting Co., died Sept. 3 of cancer at his home here.

Mr. Wade designed sets for the Du Pont "Show of the Month," Kraft Co. programs, the "Armstrong Circle Theater" and many others. He won both the Christopher award and the Robert Sherwood award.

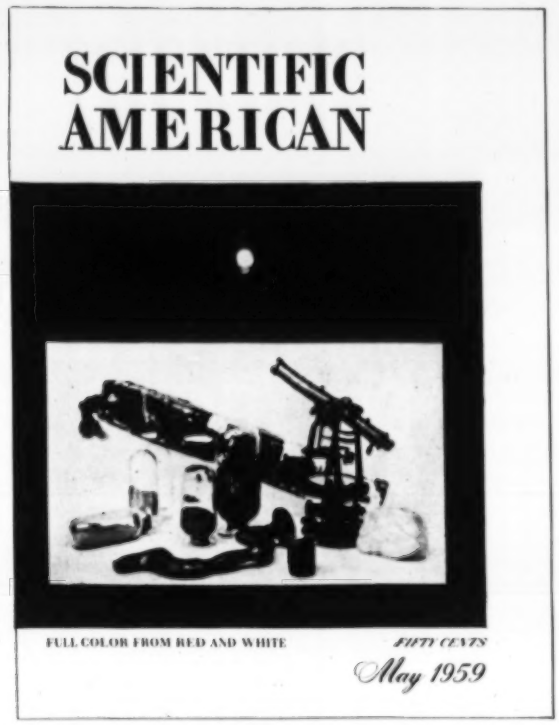
Born in New Bedford, Mass., he studied at the Swain School of Design there and began his career designing sets for stock companies. Later he became art director of the Trinity School of Drama, in Boston, and taught in the drama departments of Wellesley College and Emerson College, Boston. He joined NBC-TV as its first art director and was the author of two books widely used in the industry, "Designing for Tv" and "Staging Tv Services."

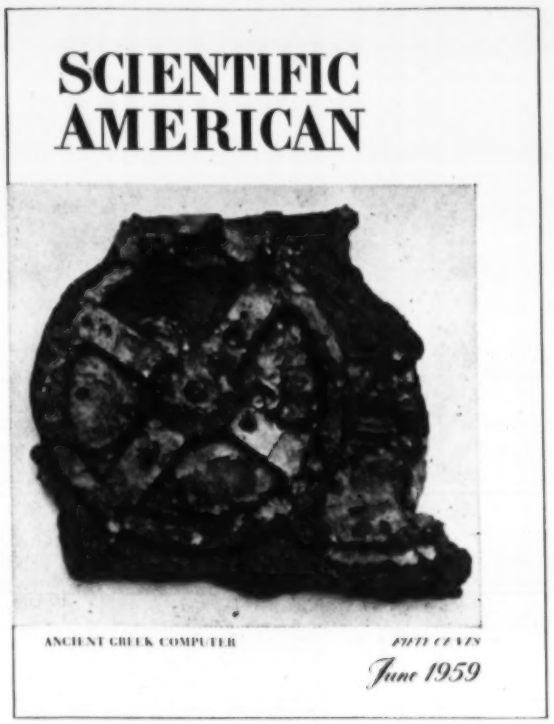
Blair Names Olsen, Moves

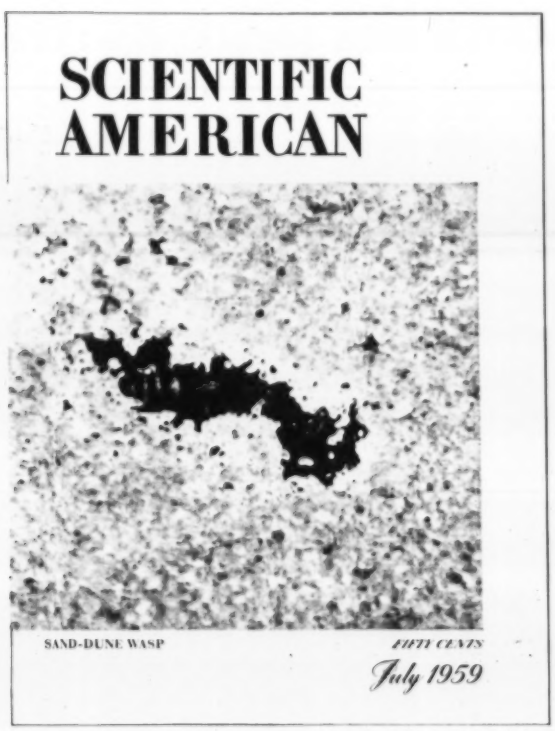
Blair Television Associates, New York, has appointed George M. Olsen, formerly with Meeker Co., an account executive. Blair Television Associates and its affiliated station representatives, John Blair & Co. and Blair-TV, have moved to new offices at 717 Fifth Ave., New York.



JUST FITS—*General Electric Co.'s new miniaturized two-way radio is just the size to fit on an 8½x11" bleed page. So GE's communications products department capitalized on the new dimensions for this page in 25 business papers. Brooke, Smith, French & Dorrance placed the ads.*







The readers of SCIENTIFIC AMERICAN know the stories behind these four covers. Our readers are the men of Technical Management, and they tell us that they read our magazine at home, enjoying an average of four hours with each issue. They are enriched by the understanding of current innovation in science and technology uniquely presented in our pages.

These readers—nearly a quarter of a million engineers, research scientists and technical executives—have made industrial profits dependent upon constant innovation in plant, process and product. Their stern demands determine the purchasing patterns of industry. More than 400 corporations know this and know that the way to speak to Technical Management successfully is to speak to them through our pages. We will be pleased to send you a complimentary copy of our current issue in which all advertising space was sold out a month before the regular closing date.

SCIENTIFIC AMERICAN, INC., 415 MADISON AVE., N. Y. 17

THE MAGAZINE READ BY TECHNICAL MANAGEMENT

Gallery of Figures and Facts about REMARKABLE ROCKFORD

Over 50,000 Children Returning to Rockford Schools

ROCKFORD MORNING STAR
Rockford Register-Republic
Rockford, Illinois

Retail Sale — May 1959
Over $25 Million

See WARD FARM EXHIBITS at the FARM PROGRESS SHOW
Visit Prairie Lady
THE EXCITING MODERN HOME COMPLETELY FURNISHED AND DECORATED BY MONTGOMERY WARD
SEE THE NEWEST FARM EQUIPMENT IN ACTION AT THE WARD FARM EXHIBIT
FREE
WARDS

OPEN HOUSE—*This is part of a 16-page rotogravure booklet produced by Montgomery Ward & Co. for The Prairie Lady, a model in the GBH-Way Homes line of houses to be exhibited at the Wallaces Farmer-WHO Farm Progress Show near Clarence, Ia., Sept. 23-24. The "open house" also gets support with a four page insert in the Sept. 19 issues of Prairie Farmer and Wallaces Farmer, shared by GBH-Way, Ward, Weyerhaeuser Sales Co., Brammer Mfg. Co. and J. I. Case-Webster Electric. The insert was placed by Dancer-Fitzgerald-Sample, Chicago, the GBH agency.*

WILL BUY ADVERTISING AGENCY

—either a medium sized or large agency of good reputation—in Chicago or New York or both. A profitable branch on the Pacific Coast would neither be a deterent nor essential. Consumer package goods experience preferable but not a must.

My client has financial resources for making any investment that can be justified by potential earnings. His identity shall be revealed at such time as I am satisfied that the right agency has been found.

Every precaution will be taken to keep our negotiations and contacts confidential. If we do not make a deal with you we shall not reveal the fact that we have negotiated with you. Do not hesitate to communicate with me directly or through your attorney or representative bearing proper credentials.

We would want much or all of the present active management and key department heads to continue with the agency.

JOHN ORR YOUNG
Management Consultant on Advertising
80 Park Ave.
New York 16, YUkon 6-7285

Smokes Neutralize Vitamin, McKesson Warns in Ad for Pills

SEATTLE, Sept. 8—A new kind of "important news for smokers" is being flashed to the public here by McKesson & Robbins, Bridgeport, Conn., toiletries and health aids manufacturer.

McKesson ran an ad headed, "Important news for smokers" in the *Seattle Post-Intelligencer* Aug. 31 to warn that "a recently published medical report" says that each cigaret smoked neutralizes 80% of an adult's minimum daily requirement of vitamin C.

"But there's no need to stop smoking just because it neutralizes vitamin C," McKesson says. "Just be sure to replenish the vitamin C your body may need with McKesson's vitamin C (ascorbic acid) tablets."

■ The ad explains that "every McKesson vitamin C tablet of 250 milligram strength has as much of this health-building vitamin as five average-size oranges."

Beyond the assertion that "a medical report" says cigarets neutralize vitamin C in the system, the ad makes no other comments about smoking.

■ Unrelated to the smoking angle, a price deal ("two large 100-tablet bottles for the price of one") is also announced in the ad.

Dancer - Fitzgerald - Sample, New York, handles the account. #

Sandeberg Joins W. S. Grant

David H. Sandeberg has become a vp and partner of W. S. Grant Co., San Francisco, radio station representative. Mr. Sandeberg, who was Pacific Coast manager of Avery-Knodel for 13 years, resigned last September to undertake special work for Gold Coast television and radio stations.

Driscoll Joins Neville

James J. Driscoll has joined Neville Chemical Co., Pittsburgh, as advertising manager, succeeding the late Richard Lauderbaugh. Mr. Driscoll was formerly with McGraw-Hill Publishing Co.

Well-Shod Cigar Smoker Will Puff, Pace Using Perfecto Brown Brands This Fall

CHICAGO, Sept. 8—It's Perfecto Brown for shoes as well as cigars this fall. Florsheim Shoe Co. will expend $500,000 on an advertising and merchandising campaign with the theme: "Perfecto Brown—the 'brown & black' shade you wear with everything."

A spot radio campaign will be augmented by a magazine campaign consisting of a color spread in the October *Esquire*, plus full and fractional pages in *Life*, *Look*, *Newsweek*, *Reader's Digest*, *The New Yorker*, *The Saturday Evening Post* and *Time*. The campaign also includes window displays and distribution to Florsheim retailers of 150,000 perfectos in specially designed cigar humidors.

The Cigar Institute of America is distributing to tobacco retailers window streamers reading, "Perfecto Brown—the season's hit in cigars and shoes." Members of the cigar industry's organization of manufacturer's and distributor's salesmen, called "The Minute Men," are being asked to visit their local Florsheim retailers and acquire Perfecto Brown shoes "as a personal endorsement of the program."

Gordon Best & Co., Chicago, is the Florsheim agency. #

Levinger Adds 2 Men, 2 Clients

William Lawson has joined Levinger Advertising Agency, Santa Rosa, Cal., as copy chief, and Donald L. Leivas has joined the agency's art department. Mr. Lawson previously headed the press and information office of Brunei Shell Co. in British Borneo. Mr. Leivas formerly was a free lance artist in Los Angeles. The agency also has added two new accounts—Rohnert Forest Products and Summit Savings & Loan Assn.

Butcher-Sherwood Adds 3

Richard A. Bullis, formerly an art director in the sales promotion department of Jos. Schlitz Brewing Co., has joined Butcher-Sherwood, Milwaukee, as head art director. Also joining the agency were Janet Ledford, previously assistant treasurer of Ace Associates, Milwaukee, who will be office manager, and Robert T. Littell, who has been named an assistant account executive.

Wood Chips

. . . a monthly discussion of marketing techniques and methodology

For those marketing, statistical and marketing research executives who do not now receive WOOD CHIPS, and would like to receive it regularly, simply write us on your business letterhead. Free WOOD CHIPS Editor
A. J. Wood Research Corporation
42 South Fifteenth Street Philadelphia 2, Pa.

Food Store Sales Hit $45.5 Billion in '58, Topics Says

NEW YORK, Sept. 8—Americans spent $45.5 billion for purchases in supermarkets and grocery stores last year and $6.7 billion for drug products in drug stores, according to the 12th annual report on "What the Public Spends," compiled by Topics Publishing Co.

Total 1958 food sales were $79 billion, according to Richard F. Tomlinson, exec vp of Topics, with such outlets as the armed forces, hotels, restaurants and delicatessens accounting for the remaining sales.

The survey showed 84.9% of the supermarket and grocery sales were for edibles for human consumption. A 7.8% sales jump was registered by non-edibles, while edibles gained 5.6%. Housewares and health and beauty aids led the non-edibles increase.

■ According to the report, 15.7¢ out of every $1 available for personal consumption expenditures last year, went to supermarkets and grocery stores, compared to 15.1¢ in 1957. Of the $389-per-capita food purchases in all food outlets, $265.88—an increase of 4%—was spent in supermarkets and grocery stores. During the same period, drug stores, department stores, variety and other types had increases of only 1% in per capita expenditures, the report states.

The ten top non-food sellers in grocery stores last year were, in descending order, cigarets ($1 billion), synthetic detergents ($644,190,000), housewares ($264,890,000), toilet paper, canned dog foods, toothpaste, cleansing tissues, toilet soaps, dog and cat foods (excluding canned) and liquid bleaches.

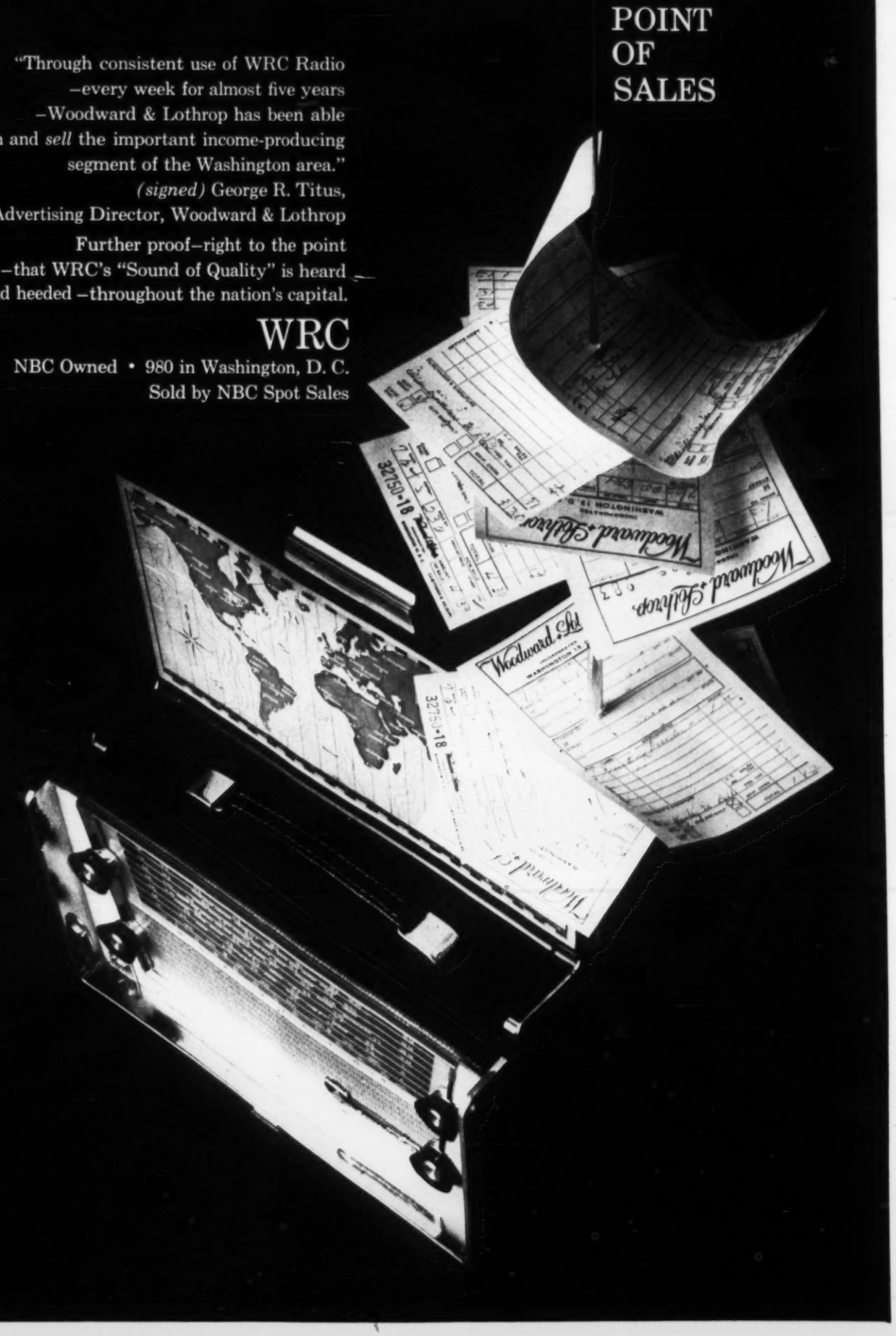
Among the health and beauty aids sold in groceries, 23.4% of the sales in that category came from packaged medications, 19.3% from oral hygiene products and 18.1% from hair products. The top three sellers were toothpaste ($134,730,000), shampoos ($73,540,000) and aspirin ($72,220,000). Toothpaste sales were up 13.3% over 1957, shampoos were ahead 11.8% and aspirin 15.4%. #

"Through consistent use of WRC Radio
–every week for almost five years
–Woodward & Lothrop has been able
to reach and *sell* the important income-producing
segment of the Washington area."
(signed) George R. Titus,
Advertising Director, Woodward & Lothrop

Further proof–right to the point
–that WRC's "Sound of Quality" is heard
and heeded –throughout the nation's capital.

WRC
NBC Owned • 980 in Washington, D. C.
Sold by NBC Spot Sales

POINT OF SALES



CHARLES KORVIN
as Chief Inspector Duval

"INTERPOL CALLING"

Only **THE J. ARTHUR RANK ORGANISATION,**

with its world-wide production facilities, could make this television series divulging the top secret activities of the intercontinental jet-age police organization—INTERPOL (60 member nations, including the United States)—for Independent Television Corporation. The first television series which shows how Interpol apprehends criminals in all countries of the world.

I
T
C

Miss Fran from
KWTV OKLAHOMA CITY
thrills youngsters throughout
the KWTV Community
BUY the TOWER
with SALESpower
in Oklahoma!
Name a new puppet . . . and in just 9 days, youngsters from more than 75 towns, in the KWTV Community, submit names.
Miss Fran is a big plus in KWTV's Community Coverage . . . especially in the hearts of busy mothers!
CBS
See your PETRYman

Kaufmann to Launch Campaign

R. & M. Kaufmann Inc., Aurora, Ill., dress manufacturer, will run a four-color page ad, with adjoining space for store listings, in the Jan. 3 issue of *This Week Magazine* as part of its $200,000 advertising campaign celebrating its tenth annual June in January Jubilee. Ads will also appear in January issues of *Seventeen* and *Glamour*. Promotion kits which will include newspaper mats, mounted ad display cards, radio and tv scripts and other point of purchase material will be supplied free to all participating dealers. Kuttner & Kuttner, Chicago, is the agency.

Walker Joins Clarke Brown

Richard M. Walker has joined the sales staff of the Atlanta office of Clarke Brown Co., southern radio and tv representative. Mr. Walker was formerly an account executive and media coordinator of Harris & Weinstein, Atlanta.

Metropolitan Life Tries 'New and Different' Ads

NEW YORK, Sept. 8—Metropolitan Life Insurance Co. will break "new and different advertising" later this month in magazines, newspapers and supplements. The campaign will run for three months.

The ads, prepared by Young & Rubicam, will "sell the need for greater family income; exploit the basic question—'how long can your family live on your life insurance'; be distinct from any other insurance advertising; point to [Metropolitan salesmen] as the men who can show how to solve the problem; give [salesmen] a sound basis for their own personal sales plans, using many of their present sales aids."

■ Copy will point out that the average insured family has $11,000 in life insurance. Individual ad headlines will ask, "How long will it last?" "How long would my insurance take care of them?" "How long can they keep the home fire burning?"

General theme of the drive is: "The insurance protection of the average family provides less than two years income . . . how long could your family live on your life insurance?"

Previously, much of Metropolitan's magazine advertising has been in the non-sell "health and welfare" area.

■ Media scheduled include *Business Week, Forbes, Life, Newsweek* and *Time; Chicago Tribune, Cleveland Plain Dealer, Detroit Free Press, Houston Post, Los Angeles Times, Philadelphia Inquirer, Pittsburgh Post-Gazette, New York Herald Tribune, New York Times, St. Louis Post-Dispatch* and the *Wall Street Journal*, and *Family Weekly*.

First magazine ads will run in the Sept. 15 *Forbes* and the Sept. 21 *Life*. Newspapers will run the new campaign in September and November in newspapers in cities of fewer than 250,000 population, and in October and November in bigger cities. Supplement insertions are set for Oct. 4 and Nov. 1.

■ Metropolitan has told its sales force that "never before have you had such concentrated advertising specifically designed to sell you, your company and your services to your prospects."

Salesmen were also advised to merchandise the advertising by sending postcards to selected prospects two or three days before each ad is set to appear. Salesmen were advised to carry copies of the scheduled magazines with them when calling on prospects.

Metropolitan has indicated that it spent $3,706,600 in newspapers, magazines, business publications and radio in 1957. The figure included $1,851,300 in magazines and $1,204,000 in radio. Its 1958 budget is estimated to have run in excess of $4,000,000. Metropolitan's principal rival, Prudential Insurance Co., spent $8,064,725 in 1957 and $9,712,762 in 1958 on all forms of advertising, including canvassing.

Honig-Cooper Boosts Three

Honig-Cooper, Harrington & Miner, San Francisco, has made three executive changes in the staff. Robert Haumesser, a vp and copy chief, has been nominated to the board of directors. Ted Kroiugh, director, vp and account supervisor, has been selected as co-creative director with Mr. Haumesser. Jay Heller, an account supervisor, has been named a vp.

A unique Canadian marketing research study tells

How industry buys

'LONDON STUDY' *of industrial purchasing traces influences at work in making industrial sales*

THE unique industrial marketing research report, known as the London Study, has now been published in book form under the title *How Industry Buys, with conclusions and recommendations on marketing to industry*. The study probed in depth the industrial purchasing-selling process in Canada and was sponsored by the Business Newspapers Association of Canada and the Canadian chapters of the National Industrial Advertisers Association.

The study was directed by Dr. Donald H. Thain and Dr. D. S. R. Leighton, associate professors of business administration at the University of Western Ontario School of Business Administration and Charles B. Johnston, lecturer in business administration at the school.

Field interviews covered 36 companies representative of the Canadian industrial market in the London, Ontario area and examined the history from realization of the need to actual purchase of a large, medium and small purchase in each company. Graduate students from the university carried out the interviewing under the direction of the authors.

The London Study is the first detailed examination of the industrial purchasing-selling process ever made in North America and yields fascinating insights into the buyer-seller relationship.

It examines the impact of mechanized promotion and personal selling on the industrial buyer and traces the complex process of an industrial purchase through teams of buying influences inside and outside the purchasing companies.

Chapters on advertising, direct mail, distribution and other marketing factors discuss the quality of industrial marketing in Canada today. The 36 case-reports on the companies and purchases studied are published in detail in *How Industry Buys*.

In another section, the authors draw important conclusions and recommendations from the study which will be of great importance to everyone concerned with industrial marketing in Canada.

Senior executives, marketing management, advertising management and advertising agency staffs will find *How Industry Buys* an absorbing and penetrating examination of the most critical problems they face today.

Copies of the 270-page How Industry Buys report can be obtained from George Mansfield, Manager, Business Newspapers Association of Canada, 100 University Avenue, Toronto, Ontario at $7.50 a copy post paid.

BNA

BUSINESS NEWSPAPERS ASSOCIATION OF CANADA

100 University Avenue, Toronto, Ontario

The organization of more than 130 quality Canadian business publications

ANNOUNCING A TWENTY-FOUR MONTH TRIBUTE

to America's national magazines

Advertising has many functions. One is to express appreciation to friends. Another is to advance causes and interests in which we believe. We believe in the *basic* value . . . for American society and American advertising . . . of America's national magazines.

Our work as national photoengravers is bound up with the past, present, and future of America's magazines. Artists who derive their livelihood from magazine illustration and photography, editorial and advertising, also have a stake in publishing. It is therefore appropriate for us to join forces with well-known illustrators and photographers to pay tribute, through advertising, to the advertising values of national magazines.

This is the first of a series of twenty-four full-page advertisements in advertising journals which will tell, in words and pictures, how we feel about national magazines. The series is unusual . . .

first, because we are not in the publishing business and have no interest in promoting any particular magazine or group of magazines . . .

second, because this series is entirely our own idea, conceived and prepared without informing or consulting magazine publishers (we hope they like what we have to say about their efforts) . . . and

third, because our motive is friendly appreciation, with no strings attached, of advertising media to which we contribute only one of many technical elements: our skill in photoengraving for letterpress and gravure.

Among the well-known illustrators and photographers who are contributing to this series are: Earl Gross, Franklin McMahon, Everett McNear, Dorothy Mylrea, Fred Steffen, Haddon Sundblom, Wesley Bowman, Stan Ekman, Joseph Pearson.

COLLINS, MILLER & HUTCHINGS, Inc.

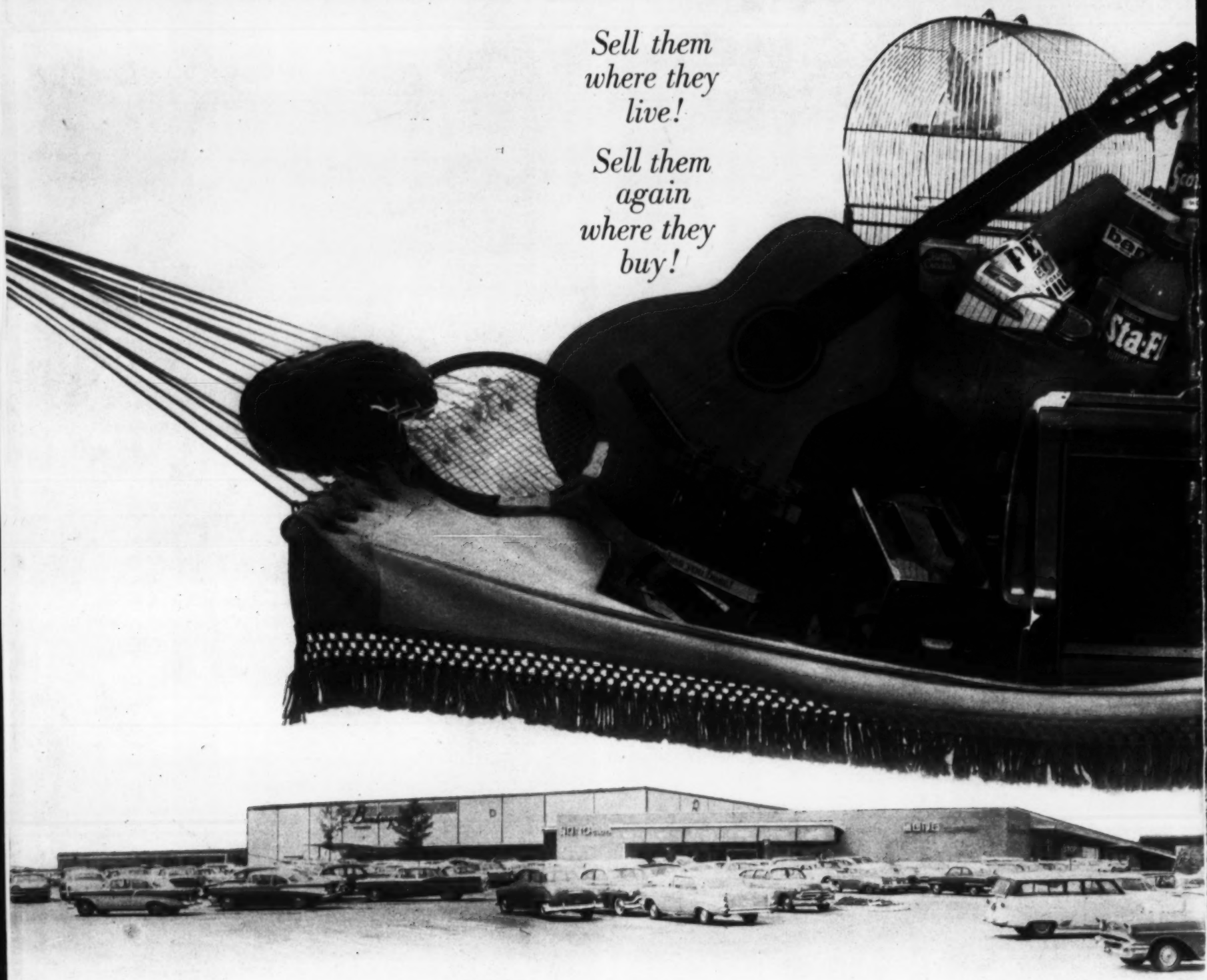
America's finest photoengraving plant

for letterpress and gravure

333 West Lake Street, Chicago

Sell them where they live!

Sell them again where they buy!



Redbook lines up America's greatest regional shopping

When you join Redbook Magazine's Third Easy Living Promotion, you'll have 50 giant shopping centers—2,250 stores—right in the palm of your hand! For Redbook mobilizes this mighty selling force behind your product in a huge nation-wide, center-wide shopping center promotion.

How big is Easy Living? As big as the mammoth shopping centers themselves. Last year, local merchants ran a record 638,437 lines of their own Easy Living advertising . . . aired 2,000 radio and TV spots . . . used over 400,000 Easy Living display pieces. And Redbook advertisers received up-front attention from merchants with tie-in displays, local advertising, banners, wire hangers and a battery of promotional material supplied by Redbook.

How successful is Easy Living? Last year, when Redbook's flying squad of merchandising specialists moved in, entire shopping centers reported sales increases of up to 20%! Only Redbook could inspire a promotion of this scope and size, because Redbook's Young Adult market and the market for the huge regional shopping centers *are one and the same*. They're young families needing, wanting and buying at an ever faster rate . . . growing families who look to Redbook as their buying guide!

In 1960, the Easy Living promotions are scheduled geographically and chronologically . . . and their timetable will cover a longer period than in the past. This will enable Redbook's merchandising field force to *concentrate in one sales area at a time*. The same thing applies, of course, to the advertisers' own field men, promotions, demonstrators, etc. The Centers are located in 41 metropolitan county markets, with a combined population of 75,000,000—accounting for 45% of U. S. Retail Sales. The promotion will cover 2,250 retail stores.

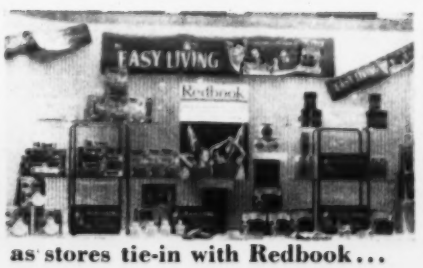
Easy Living 1960 will come to each Shopping Center *for 9 complete selling days*, during each Center's peak-volume season. In March, it will be at Centers in Florida and the Gulf States. During the following months, it will move on to Shopping Centers in 13 sections of the United States.

centers in the Third National "Easy Living" Promotion!

March 10 to September 17, 1960

Center-wide sales soar...

in all product categories...



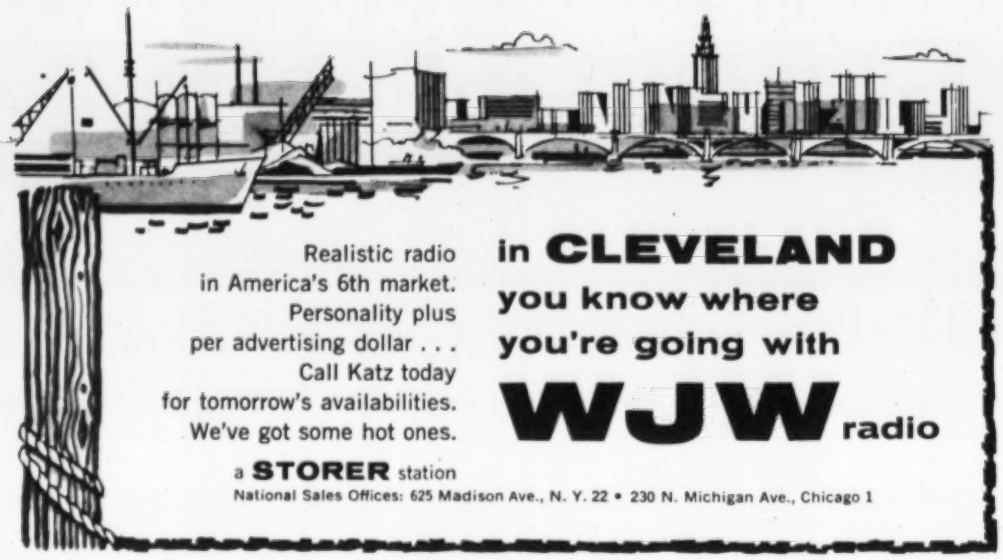
as stores tie-in with Redbook...

to sell Young Adults on Easy Living!

Redbook

The Magazine for Young Adults

2,850,000 families who *need* more, *want* more and *buy more!* 230 Park Avenue, New York 17, N. Y. Telephone: MUrray Hill 6-4600—and Chicago, Boston, Los Angeles


Realistic radio
in America's 6th market.
Personality plus
per advertising dollar . . .
Call Katz today
for tomorrow's availabilities.
We've got some hot ones.
in CLEVELAND
you know where
you're going with
WJW radio
a STORER station
National Sales Offices: 625 Madison Ave., N. Y. 22 • 230 N. Michigan Ave., Chicago 1

COORDINATE—*Kandel Knitting Mills, Portland, Ore., maker of casual wear for men and women, is using outdoor boards in Oregon, Idaho, Montana, South Dakota and Northern California to emphasize the brand name. The boards feature leading items of coordinated sportswear. Showalter Lynch Advertising Agency, Portland, is handling.*

Auto Stores Ring Up $406,000,000 in Toy Sales in '58; 70% Sell Guns (to Grownups)

NEW YORK, Sept. 8—Home and auto supply stores, besides selling home and auto supplies, sold nearly $406,000,000 worth of toys and playthings in 1958. And almost seven out of ten stores carried guns and ammunition as well.

These facts are revealed in a survey made by *Automotive Retailer*. It showed that almost 29% of the total 1958 retail toy volume ($1.4 billion) came from auto stores. The toy department in the average home and auto store accounted for 16.9% of the store's total dollar volume.

Nearly 84% of the nation's auto stores carry toys, and more than 65% of these stock them on a year 'round basis, the survey reported. Bicycles and other riding toys and accessories accounted for 20.1% of total toy volume. Shoppers bought $80,620,000 worth. Playground equipment was the second largest category (7.8%); electric trains and accessories placed third (6.5%).

■ The study also showed that almost seven out of every ten stores in the U.S. and Canada carry guns and ammunition, and all Canadian and all stores in the southwestern U.S. sell guns and ammunition. Shotguns were the most popular sporting firearm with all stores handling sporting guns stocking that weapon.

Copies of the survey are available from *Automotive Retailer* at 128 E. 36th St., New York 16. #

More Stations Offer Sponsors Store Display; BBDO Study

An increasingly larger number of radio and tv stations are offering their advertisers in-store display space, it was reported in the third annual survey made by Batten, Barton, Durstine & Osborn, New York. The 279-page report included 185 radio and 81 tv stations which offer display space in supermarkets and, in a few cases, drug stores. For most stations, the names of the cooperating chain stores are listed, along with the minimum expenditures required for an advertiser to participate. Copies of the survey are available to the public for the first time, this year at $5 each.

KFRE, Fresno, Names Three

Steve Robertson has been named local sales manager of KFRE-TV, Fresno, and Wayne Decker has been appointed local sales manager of KFRE. Both men have been in the organization for the past three years. Harry White has been named merchandising director of KFRE-TV in addition to his present post of merchandising director of KFRE.

Dobyns Joins Larrabee

Norman L. Dobyns has joined Larrabee Associates, Washington. Mr. Dobyns was formerly a copywriter in the advertising and sales promotion department of General Electric Co.

SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
SOLID CINCINNATI READS THE CINCINNATI ENQUIRER
Robt Day

"Must be a big media man over there . . . all I said was 'hello'!"

THE HAPPY REVERBERATION can be heard for miles around when your schedule appears in the newspaper that reaches the solid *market-that-matters*. In the great metropolitan area of Cincinnati they read the Cincinnati Enquirer — *solidly* every day of the week. For more news, features, advertising. It all adds up: You're in SOLID in Cincinnati when you're in the Cincinnati Enquirer. How solid? Ask The Enquirer's Research Department for a look at the recent Top Ten Brands Survey.

TOP TEN BRANDS

Represented by Moloney, Regan & Schmitt, Inc.

Charm your customers with fine printing on

Hammermill Opaque

When you want to print deep, rich colors—show subtle details—Hammermill Opaque is the choice. Its distinctive radiant whiteness makes product illustrations glow with life. Hammermill Opaque's higher opacity reduces show-through, too. How does it handle black and white? Turn the page to see.

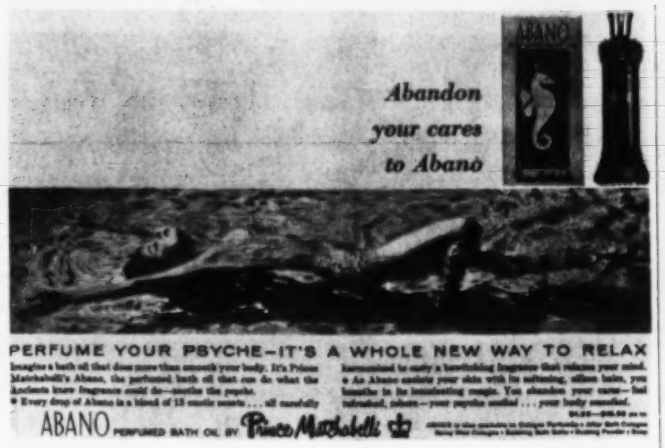
美しい印刷にはハンマーミル オペークをお使い下さい *

HAMMERMILL OPAQUE is outstandingly clean. It reflects the quality of your products—makes customers sit up and take notice. You can get new brighter white Hammermill Opaque in English, Pearl, Laurel and Vellum finishes. Firm, level printing surface and built-in moisture content help Hammermill Opaque print as well as it looks. This specimen printed by offset on substance 70, Vellum finish on a 42 x 58 four-color press. Sheet size 39¾ x 52, 16 up. Speed 3000 an hour. Copperized aluminium plates. Colors printed yellow, red, blue, black.

HAMMERMILL OPAQUE

Manufactured by HAMMERMILL PAPER COMPANY · Erie, Pennsylvania

*In plain English: He who wants beautiful printing wants Hammermill Opaque



PSYCHE SOOTHING—*Abano perfume bath oil "soothes the psyche"' according to copy in this half-page ad appearing in the October Holiday as part of a campaign by Prince Matchabelli division of Chesebrough-Pond's. Other ads will run in Harper's Bazaar, McCall's and Vogue. J. Walter Thompson Co., New York, is the agency.*

Welk Show to Aim at Young Viewers Because of Dart

MEMPHIS, Sept. 9—Because it will be carrying advertising for the new Dodge Dart, the Lawrence Welk network telecast will have more acts "appealing to younger people" in the future.

This comment was made to the local press last week by M. C. Patterson, general manager of the Dodge division, Chrysler Corp. Mr. Patterson was in town to celebrate the 40th anniversary of Chuck Hutton, a dealer with seven Dodge dealerships and four wholesale part businesses.

Mr. Patterson was reported as saying there was no doubt in his mind that the Lawrence Welk show is attractive to conservative people. But he noted that youngsters usually have something to say about new family car purchases and he was eager to attract a big youthful audience.

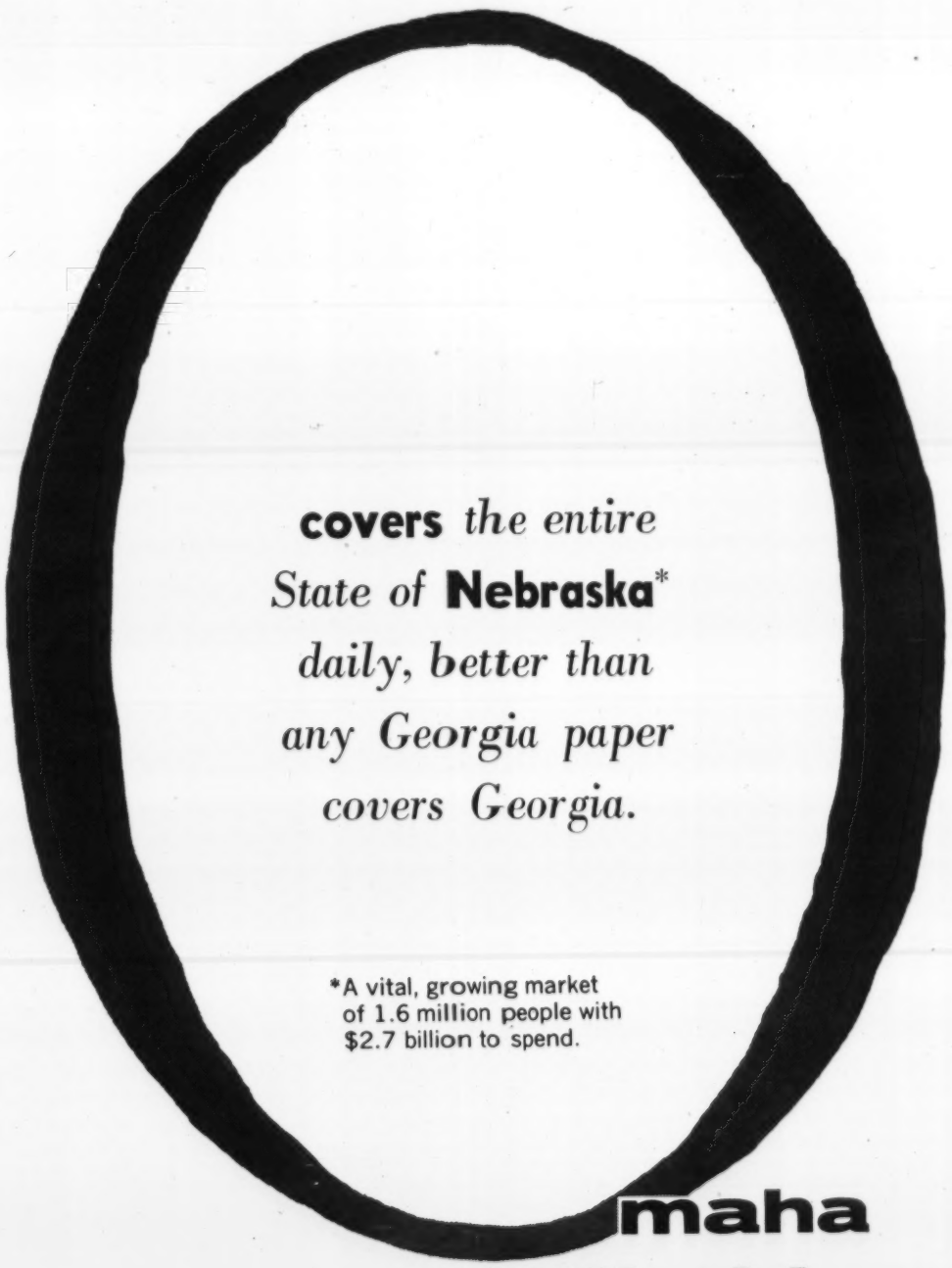
This is made even more necessary, he continued, by the introduction of the Dart, which will be in the showrooms early next month. A low priced car in direct competition with Ford and Chevrolet, it is aimed at a younger market than the usual Dodge purchasers and consequently the show will put increasing emphasis to attract the younger audience, Mr. Patterson stated. #

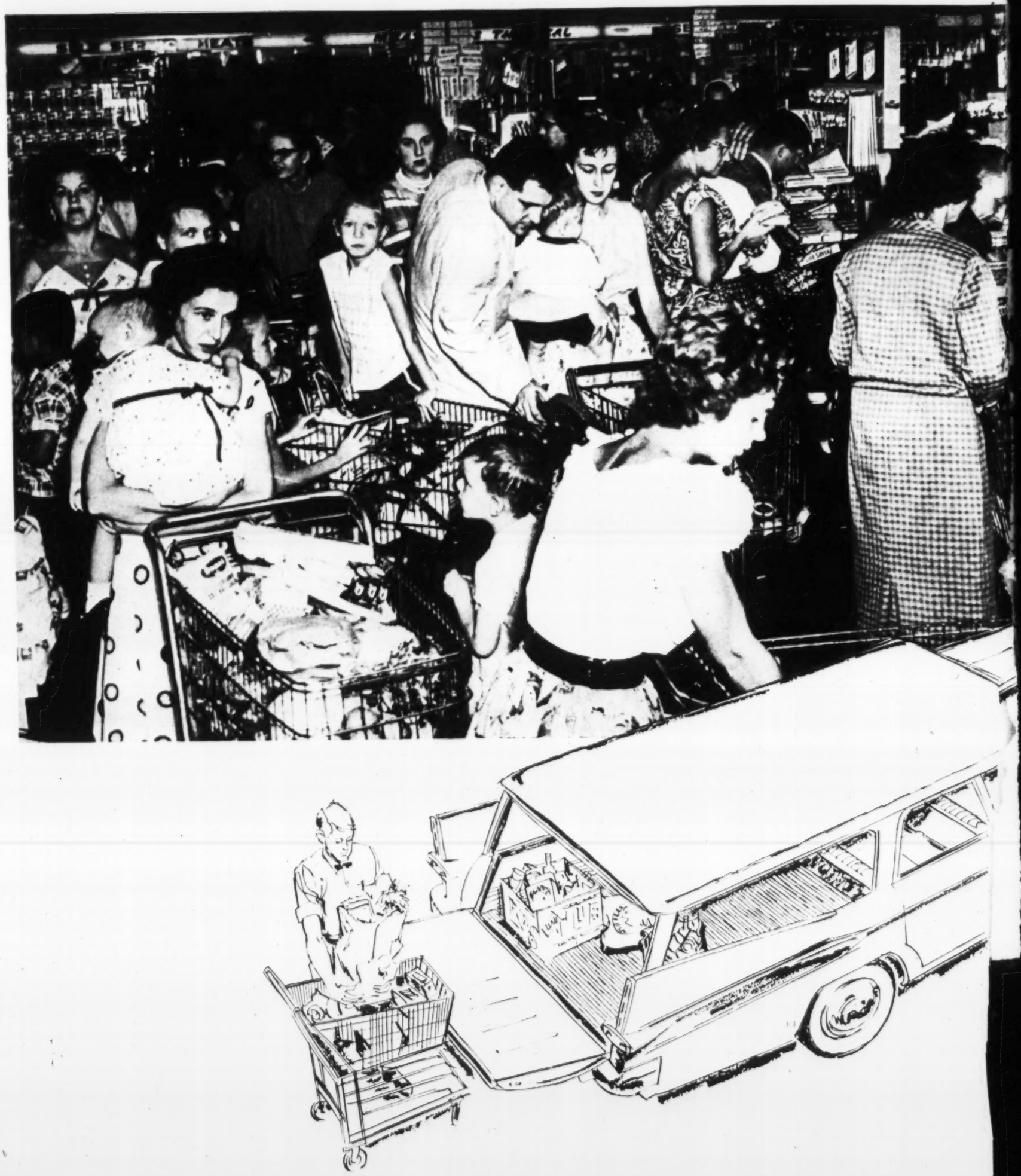
Carpenter Adds Krementz

Krementz & Co., Newark, 94-year-old jewelry manufacturer, has named Carpenter-Proctor, Newark, as its advertising agency. Mogul, Lewin, Williams & Saylor formerly handled the account. Donald N. Waterbury, long associated with Krementz as account executive, has joined Carpenter-Proctor to handle the account. A Christmas campaign of color ads will run in *Coronet, New York Times Magazine, The New Yorker* and *The Saturday Evening Post.*

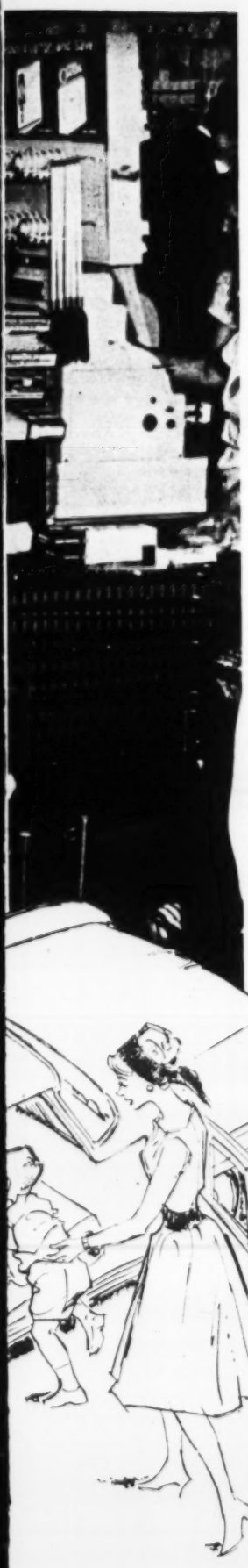
Mutual Adds 5 Stations

Mutual Broadcasting System, New York, has added five new affiliates, all former independents. They are KAYO, Seattle; WZOK, Jacksonville, Fla.; WNTA, Newark, and WINF, Manchester, and WWCO, Waterbury, both in Massachusetts. WNTA will carry news and special events features between a.m. and 6 p.m., EDT. WOR, New York, will continue as the network's nighttime outlet.


covers the entire
State of Nebraska*
daily, better than
any Georgia paper
covers Georgia.
*A vital, growing market
of 1.6 million people with
$2.7 billion to spend.
O'MARA & ORMSBEE, INC., National Representatives
New York • Chicago • Detroit • Los Angeles • San Francisco
ABC Audit—Daily: 247,665
Sunday: 260,511
*Based on latest ABC Audit Reports
and population figures from 1959 Sales
Management Survey of Buying Power.
Omaha
World-
Herald
Less than 5% duplication of
circulation, morning and evening.



WANT SALES?



IN TODAY'S GIANT NEW SUBURBAN SUPERMARKETS AND SHOPPING CENTERS...

Sell THE MAGNIFICENT MARKET OF

Suburbia Today

The Magazine of Pleasant Places T.M.

Today's busiest checkout counters are in the giant supermarkets and shopping centers in the heavily-populated, heavy-spending suburban communities where families live in the suburbs and shop in the suburbs. It is the land of larger families and loaded shopping carts.

SUBURBIA TODAY is the fine colorgravure magazine expressly edited for, and exclusively distributed in over 460 top-rated suburbs selected for their high concentration of home-owning, high-income families. It delivers depth coverage of suburban communities where the largest chains and best-known retailers are located to capture the booming sales in the exploding suburban market.

In SUBURBIA TODAY your advertising reaches 1,242,306 families whose discerning tastes are matched by their ability to buy for greater needs. It is distributed by 186 best-read local suburban newspapers. They are the newspapers read and used by your most alert operators to reach their best customers.

Your product story in SUBURBIA TODAY—backed by dealer support—gets top attention, top response in America's greatest market for quality products.

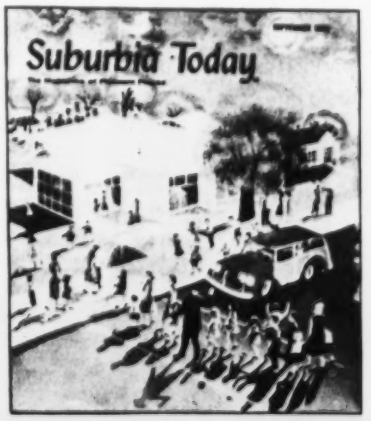
Your SUBURBIA TODAY representative can show you why America's smart, new colorgravure magazine belongs high on your media list. Call him soon.

Suburbia Today

Leonard S. Davidow, Publisher
Patrick E. O'Rourke, Advertising Director
John M. Badger, Western Advertising Manager
153 NORTH MICHIGAN AVENUE, CHICAGO 1, ANdover 3-1270

James L. Thompson, Advertising Manager
NEW YORK 22: 405 Park Avenue, Plaza 5-7900

DETROIT 2: 3-223 General Motors Bldg., TRinity 1-5262
CLEVELAND 15: 604 Hanna Bldg., PRospect 1-4677
ATLANTA 3: Cagill, Pirnie & Brown, 1722 Rhodes Haverty Bldg., JAckson 2-8113



Portland Maine

the launching pad of **162** *product testing*

Libby's chose Portland, Maine because conditions are ideal for market testing.

Portland Maine Newspapers
PRESS HERALD EVENING EXPRESS
SUNDAY TELEGRAM
94% coverage of ABC retail zone
100% coverage of city zone
represented by Julius Mathews Special Agency

FIRST in the United States among cities under 150,000 population.

SIXTH in the United States among ideal testing cities regardless of population.

SECOND of all testing cities in New England regardless of size.

source: Sales Management

Invasion of British Market by Big U.S. Food Marketers Steps Up Pace

General Mills Seeks Agency; Manischewitz, Campbell Set Drives

LONDON, Sept. 8—U. S. food packagers are beefing up their efforts to capture a larger slice of the rich British market.

As a result, British agencies are keeping their ears to the ground, hoping for a share of the fresh business coming from the States.

General Mills, latest U. S. company to invade Britain (AA, Aug. 31), has been the target of a number of solicitations by top London agencies. Dorland Advertising is reported here to have the inside track on the General Mills account.

One British agency which has landed a U. S. account is Baron Moss Advertising. It will be handling a large-scale campaign for the Manischewitz matzoh products and a wide range of biscuits, including Tam-Tam crackers and Diet-Thin biscuits. Manischewitz is distributing here through Marella Ltd.

■ Another British offshoot of an American company, Campbell Soups Ltd., entered the British market earlier this year and is now ready for a big push. It will introduce its line of condensed soups this fall with a heavy campaign in newspapers, magazines, posters and television.

Campbell, handled here by J. Walter Thompson Co., will be vying with two strongly-entrenched British food marketers—Batchelors Foods Ltd. and Heinz Co. Ltd. Heinz, handled here by Young & Rubicam, dominates the baked beans market in Britain and introduced its own line of condensed soups, stealing a march on Campbell, last year.

Batchelor, part of the giant Unilever combine, is Britain's top food canner and has announced its biggest campaign in history for this fall. It will be featured by a $280,000 consumer contest. #

TWA's Howard Goodrich and Glenn Craden Trade Jobs

Howard Goodrich, formerly Philadelphia sales chief of Trans World Airlines, has been transferred to London to become head of sales and advertising for TWA in the United Kingdom. He replaces Glenn J. Craden, who will succeed Mr. Goodrich in Philadelphia. Mr. Craden has been TWA's sales chief in Britain for the past seven years.

Mr. Goodrich's first task in Britain will be supervision of an extensive, all-media campaign to introduce TWA's Boeing 707 intercontinental service between the U. S. and Britain. Mr. Goodrich has been with TWA 24 years.

'Life' Sets Special Foreign Editions

Life En Espanol and *Life International* will publish special double issues, entitled "The Good Life," on Jan. 25 and Feb. 1, respectively. The special issues, which will be on sale three weeks instead of the usual two, will eliminate one regular issue of each edition, the Jan. 11 issue of *Life En Espanol* and the Jan. 18 issue of *Life International*. The issue of *Life International* previously scheduled for Jan. 4 will be published Jan. 11.

Mail Advertising Plans 1961 International Mail Meet

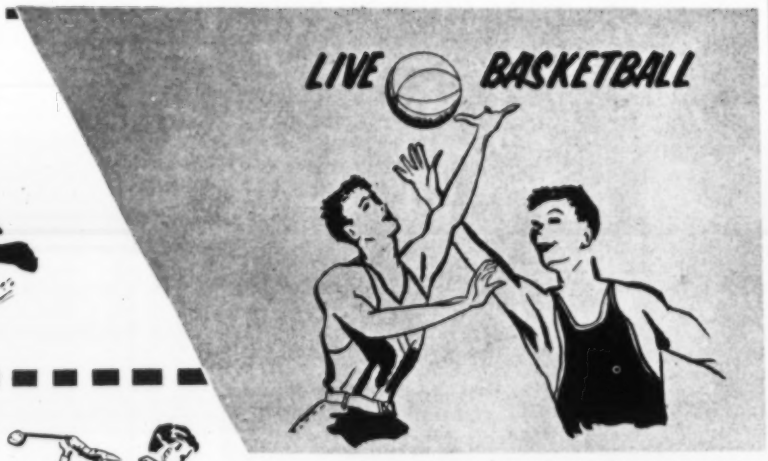
Mail Advertising Service Assn. International, Detroit, is presently making plans for an International Mail Advertising Conference to be held in Deauville in May, 1961. All commercial creators and producers of mail advertising will be invited to the conference which will discuss problems in postal regulations, equipment and custom news and other items.

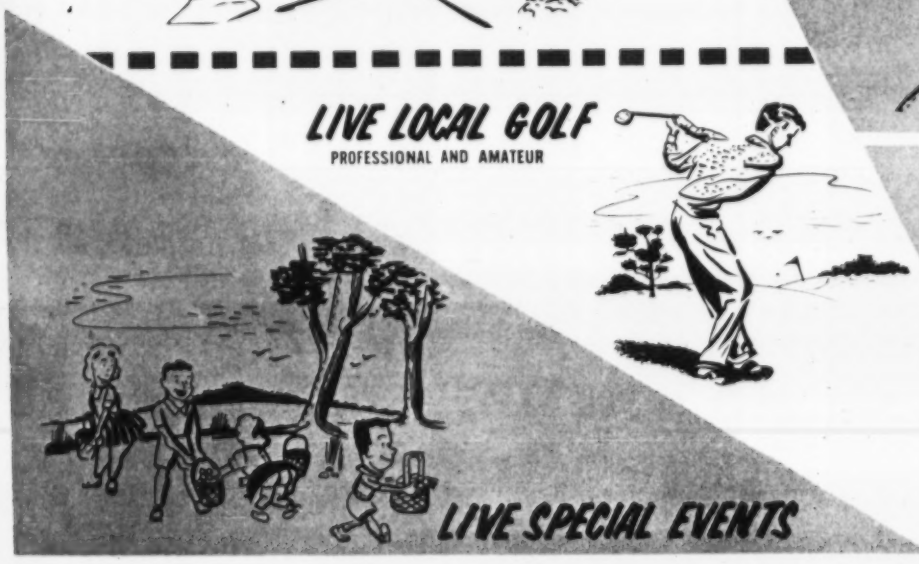
Donnelley Promotes Two

Reuben H. Donnelley Corp., New York, has named Jerome J. Devers, formerly eastern advertising representative, to the new post of eastern advertising manager of *Electricity on the Farm*. Clayton J. Schwartz, formerly midwestern advertising representative, has been named midwestern advertising manager, to succeed the late Lee Roche.

WICHITA AMERICA'S New TEST MARKET*

. . . . . DOMINATED BY KTVH





. . . ALL THIS PLUS EXCLUSIVE CBS

TEST MARKET Population 1,064,200. Families 314,600. Effective Buying Income $1,520,714,000. Located in the heart of America. Isolated territory. Diversified income. Covered by all types of media. High among the prosperous areas in America.

Sales Management Survey of Buying Power.

TO SELL KANSAS BUY . . . KANSAS KTVH

● STUDIOS IN HUTCHINSON AND WICHITA ● BLAIR TELEVISION ASSOCIATES, INC.

Proved sales attraction

Up to 12 Inches Extra Clearance at Pole Top

Provided by Low Height of Ohio Brass Capacitor, and Central Lifting Eye

Ohio Brass

Verbatims from findings of the Electrical World readership research program, which is mutually supported by manufacturers and this publication.

Electrical World

The electrical industry's weekly magazine

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N.Y.

See how this Ohio Brass ad in Electrical World penetrated its market. It found T&D engineers with specific capacitor problems. It found distribution designers who appreciated the lifting eye feature, and its saving aspects. . . . purchasing men with an eye to the linemen's problems . . . T&D engineers with an alertness for capacitor information. And it found a distribution engineer who hadn't known this manufacturer made capacitors before reading the ad.

Research shows that, on the basis of four readers per copy, around 17,000 interested prospects went through this ad thoroughly. That's a cost of less than $ per look of these "sales calls in print."

Business paper advertising is the only way to get right to key men with sales communication when unknown prospects at the moment they are ready to think seriously about your type of equipment. It is one of your most valuable marketing tools. Do you use it effectively?

LETTERED ADMAN—*H. Jack Lang dictates letters to his secretary, Mary Ann Lynch, acknowledging some of the hundreds of contributions received from readers of "Wolf Magazine of Letters."*

Versatile Adman ... H. Jack Lang

The writing of letters is a fading art, but a Cleveland advertising executive is making sure that the words of many men and women of vitality, sprightliness and wit are being kept fresh despite the inroads of the yellowing years.

He is H. Jack Lang, president of Lang, Fisher & Stashower, Cleveland agency. Mr. Lang, in addition to directing his agency, is a student of literature and a collector of the lively art of letter writing.

Mr. Lang is the founder and editor of a unique publication, "Wolf Magazine of Letters," which has a format similar to that of the pocket magazines, and is a direct mail project of the 60-year-old Wolf Envelope Co.

Quite appropriately, Wolf makes envelopes and stationery.

COLLECTOR'S ITEM—*Mr. Lang showing a framed letter from his collection to Fred Stashower, his partner. The letter is from Mark Twain to Thomas Nast, the originator of the elephant and the donkey as political cartoon figures.*

■ Editor Lang, in his quarter century issue, has selected for publication several classic letters.

Sir Winston Churchill and George Bernard Shaw are often in Mr. Lang's magazine; for instance, this exchange:

My Dear Churchill: Herewith are two tickets for the opening of my new play; one for you and one for a friend of yours—if any.

Sir Winston replied:

My Dear Shaw: A previous engagement prevents my using the opening night tickets, which I am herewith returning. I would appreciate it if you would send me tickets for the second performance—if any.

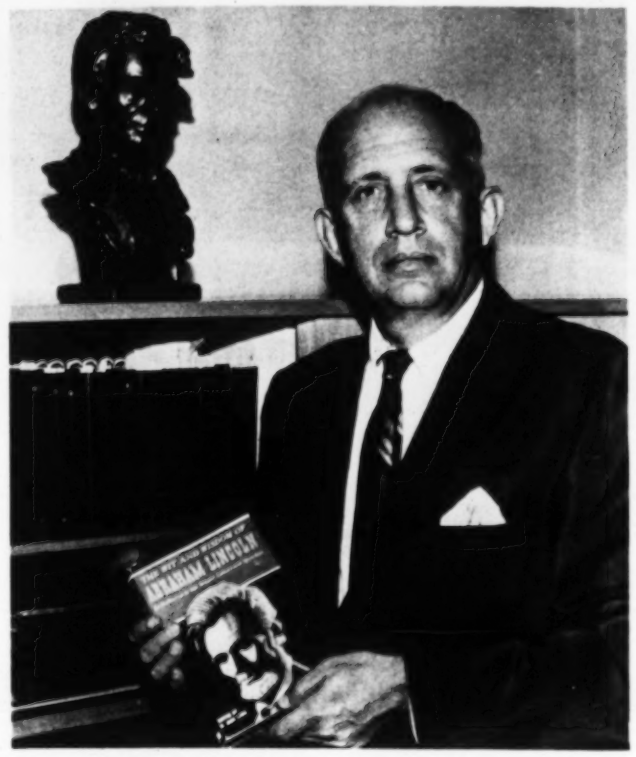
One of Mr. Lang's contributors sent in a letter that tells of a town in Michigan called Hell, 19 miles from Ann Arbor. A business firm mailed a letter, with a photo of Hell, to a Detroit company. It read:

Dear Sir: The purpose of the attached photograph is to let you know there are consumers in Hell and we mail there. But not to Gone. If there were a Gone, we could have the darndest slogan—"We mail to Hell and Gone."

Mr. Lang also has this letter of recommendation for an unsatisfactory employe:

Dear Sirs: Mervin Dingle worked here for three weeks; and when he left, we were satisfied.

■ "Reading other people's mail is fascinating," says Mr. Lang. "The whole basic thing behind this interest in letters is the peculiar attraction people have for opening other people's mail. I get hundreds of contributions from all over the country. My mailing list has 22,000 names, mostly in the Midwest."



GOOD SOURCE—*Mr. Lang holds a book of Lincolniana. In the background are volumes of "Wolf Magazine of Letters."*

Excerpts from the magazine appear in magazines and newspaper editorials in this country and abroad. Many colleges use them as study material.

Mr. Lang's idea for "Letters" led him into collecting hundreds of volumes of letters.

"I wish all work was as interesting as editing my magazine," says Mr. Lang.

"Not as profitable as my ad business, maybe, but fun." ≠

GLASS MATS *and* **PACOTYPES**

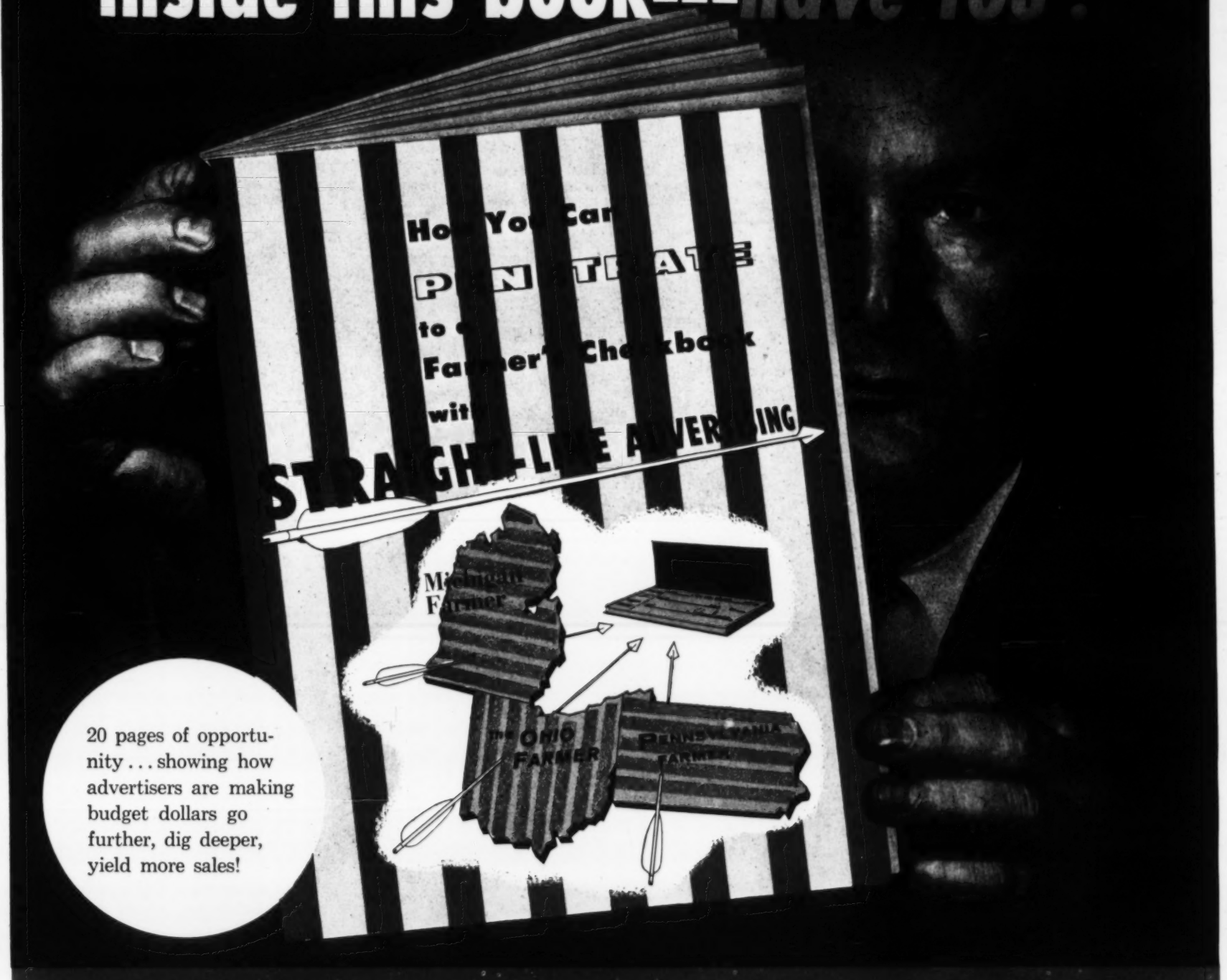
are two popular products made by P&A. *These mats used in R.O.P. Color reproduction, are a combination of glass and wood-cellulose fibers. They provide perfect register, non-shrinkage, high fidelity, less plate makeready and improved ink coverage.* PACOTYPES *are solid copper duplicates of original engravings—precision made from the molding stage through finishing. These plates offer a most economical way of duplicating originals with no loss of quality. And, there is a decided saving in production time.*

P&A *also make Electrotypes, Nickeltypes, Mats, Thermosetting Mat Patterns, and Plastic Printing Plates.*

PARTRIDGE & ANDERSON COMPANY

712 Federal Street, Chicago 5 • Phone: HArrison 7-3732

892 advertisers have looked inside this book---*have You?*



20 pages of opportunity . . . showing how advertisers are making budget dollars go further, dig deeper, yield more sales!

Farmers Buy with *Confidence* when it's advertised in FARM PAPERS

The OHIO FARMER market
$1,193,900,000 yearly spendable farm income

Michigan Farmer market
$859,600,000 yearly spendable farm income

Pennsylvania Farmer
market — $847,300,000 yearly spendable farm income

AFFILIATED WITH STAUFFER-CAPPER PUBLICATIONS, INC.

CAPPER-HARMAN-SLOCUM, INC.
1010 Rockwell Ave., Cleveland 14, Ohio

OK, I'll take a look... send the book.

Name ..... Position .....

Firm .....

Address .....

City ..... State .....

Chrysler Names Petok, Craig

Sam Petok has been appointed public relations director of the recently formed Plymouth-De Soto-Valiant division of Chrysler Corp., Detroit, and Charles W. Craig has been named pr manager of the division. Mr. Petok was formerly pr director of the DeSoto division, and Mr. Craig was formerly in charge of pr for Plymouth.

Prudential Boosts Baird

Peter M. Baird has been promoted to manager of public relations and advertising in the Chicago office of Prudential Insurance Co. of America. Mr. Baird has been advertising and sales promotion manager for the past year. He now will assist Harry H. Edel, ad and pr director, in the over-all management of the department.

Only Special Correspondents . . .

offers you a select list of 4,500 EDITORS of WEEKLY AND DAILY PAPERS who are asking for matted editorial material by signed request.

Distributors of Publicity Releases and Dealer Advertising Campaigns Since 1941

PHONE US COLLECT FOR INFORMATION WITHOUT OBLIGATION.

SPECIAL CORRESPONDENTS, Inc.
230 E. Ohio Street, Chicago 11, Ill. DElaware 7-1065

Anderson, Lowey Named to Top Posts with Hoffman

Jack G. Anderson, formerly director of military marketing for Hoffman Electronics Corp.'s laboratories division, Los Angeles, has been appointed to the new position of marketing vp of the division.

Thomas Lowey, formerly with Kenyon & Eckhardt, Detroit, where he was an account executive on the Ford Motor Co. account, has joined Hoffman's consumer products division as director of advertising and sales promotion, also a new position.

Columbus Plastic Revamps

Donald S. Poulton, formerly sales manager of Columbus Plastic Products, Columbus, O., has been promoted to marketing and sales director in a shift of the company's top executives. Robert E. Hill, formerly assistant sales manager, has been named sales manager. A new post, sales promotion manager, has been assigned to William C. Liebler, formerly with Marshall-Burns Inc., Chicago.

Network TV Gross Time Charges

Source: TvB figures from Leading National Advertisers and Broadcast Advertisers Reports

NETWORK TELEVISION

	July		%	Jan.-July		%
	1958	1959	Change	1958	1959	Change
ABC	$ 7,083,555	$ 8,391,470	+18.5	$ 58,701,356	$ 69,813,986	+18.9
CBS	18,332,925	21,861,217	+19.2	142,380,341	154,358,042	+ 8.4
NBC	15,702,029	17,883,111	+13.9	123,108,261	133,364,262	+ 8.3
Total	$41,118,509	$48,135,798	+17.1	$324,189,958	$357,536,290	+10.3

1959 NETWORK TELEVISION TOTALS

	ABC	CBS	NBC	Total
January	$10,647,078	$22,129,248	$19,299,853	$52,076,179
February	10,024,460	20,806,220	18,053,828	48,884,508
March	11,565,031	23,265,395	20,728,315	55,558,741
April*	10,309,263	22,093,785	19,739,816	52,142,864
May*	9,946,570	22,590,135	19,674,494	52,211,199
June*	8,930,114	21,612,042	17,984,845	48,527,001
July	8,391,470	21,861,217	17,883,111	48,135,798

*Figures revised as of August 26, 1959

In Philadelphia nearly everybody reads The Bulletin

The Evening and Sunday Bulletin, Philadelphia

ADVERTISING OFFICES: Philadelphia • New York • Chicago
REPRESENTATIVES: *Sawyer Ferguson Walker Company* in Detroit • Atlanta • Los Angeles • San Francisco
FLORIDA RESORTS: *The Leonard Company* • Miami Beach

Canners Report Out-of-Stock Items Costly to Supermarts

WASHINGTON, Sept. 8—A typical supermarket loses in the neighborhood of $3,000 a year in canned food sales through being out of stock, according to a report just issued by the National Canners Assn.

Report No. 7 of NCA's "Philadelphia Project" completes the project, begun in 1955 as a program of investigation of key areas of retail canned food management. This study was conducted in cooperation with American Stores Co.

An average of 3.2%, or about 23 of 708 canned food items stocked, were found to be out-of-stock on the shelf each day in each of the 12 supermarkets. Canned fish, meat and poultry were most often on the out-of-stock list. The lowest incidence of out-of-stock was recorded for canned milk items.

Copies of Report No. 7, "Canned Foods: Retail Out-of-Stock Study," are available on request to Dr. Howard L. Stier, director, division of statistics, National Canners Assn., 1133 20th St. N. W., Washington. #

Seagram Consolidates Units

The House of Seagram has consolidated two of its divisions—the Kessler Distiller Co. and Hunter Distillers Co.—into the Kessler-Hunter Distillers Co. Jack Wishny, formerly vp of Kessler, has been named exec vp of the new Kessler-Hunter division, and Myron Froelich, formerly vp of Hunter, has been named vp of Kessler-Hunter. The division's brands are Kessler, Hunter, Paul Jones and Gallagher & Burton blended whiskies, Old Lewis Hunter Kentucky bourbon whisky and Kessler gin. Agencies for the brands remain unchanged. Cohen, Dowd & Aleshire handles Gallagher & Burton whiskies; Doherty, Clifford, Steers & Shenfield has Hunter, Wilson and Paul Jones whiskies; and Grey Advertising Agency has Old Lewis Hunter bourbon.

Set Post Toy Sweeps

A $100,000 "toy sweepstakes" for more than 6,000 scientific toys will be featured in the fall promotion of General Foods Corp.'s Post cereals division. There are 1,000 first prizes of a Rocket Launcher Erector set, 2,000 second prize telescopes and 3,000 third prize microscope and laboratory sets. Packages of Alpha-Bits, Grape-Nuts and Sugar Crisp will announce the sweepstakes.

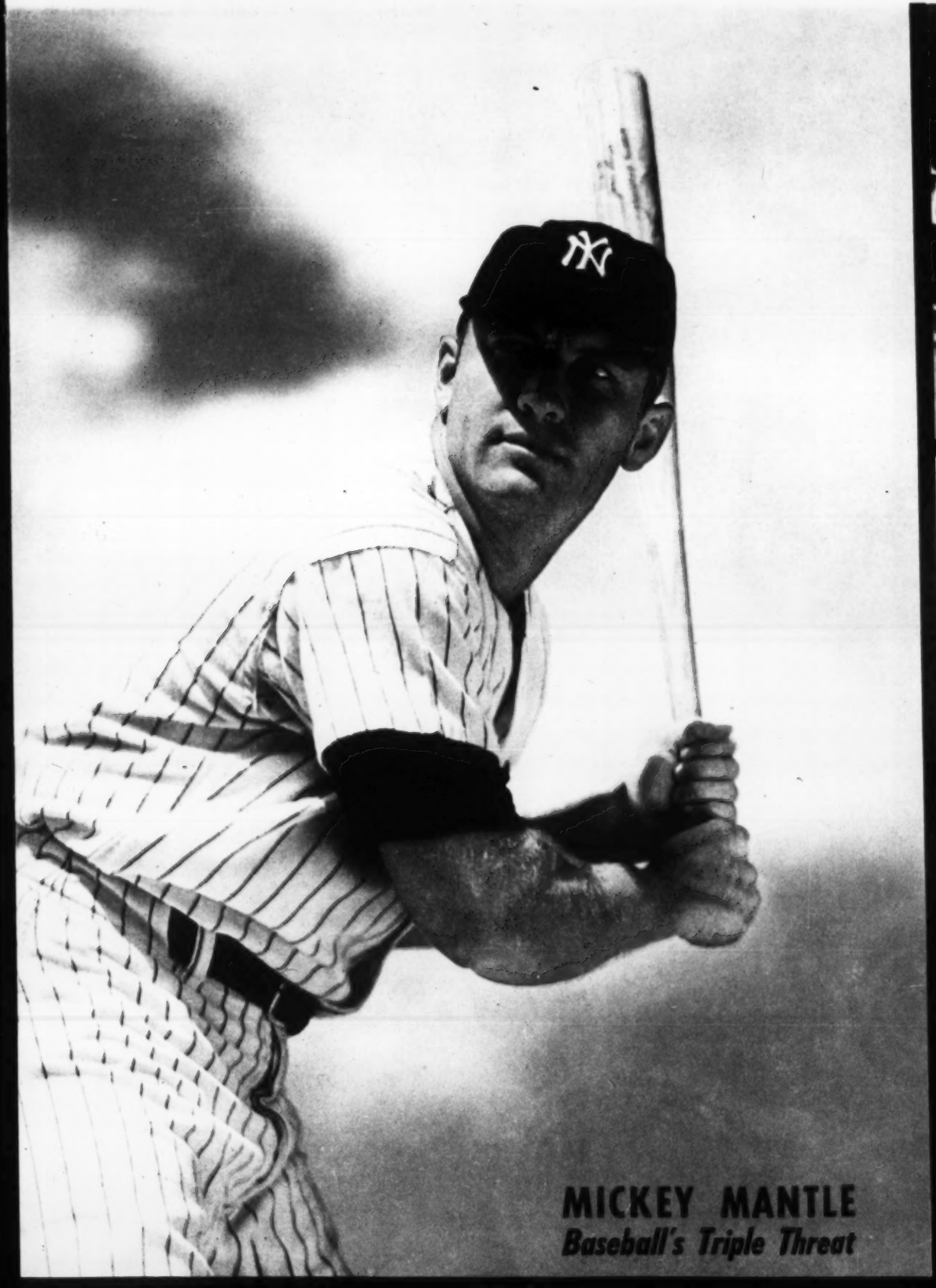
McKinley to McGraw-Hill

Francis J. McKinley, formerly with *Electrical Manufacturing*, a Conover-Mast paper, has joined the sales staff of *Product Engineering*, New York, a McGraw-Hill publication.

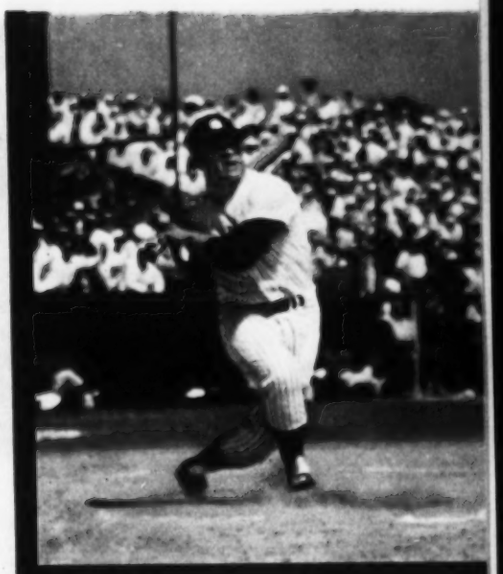
AUGUST 1959 • 25c

Boys' Life

FOR ALL BOYS



MICKEY MANTLE
Baseball's Triple Threat



Boys' Life

2 MILLION

A new circulation guarantee in effect January, 1960

66% more circulation than any other single Youth Publication

100% home-delivered Cost per thousand down

WE ARE PROUD to announce a new BOYS' LIFE circulation guarantee of 2,000,000 A. B. C. net paid, in effect with the January, 1960 issue. This is a milestone in the youth field. For the first time youth market advertisers can break the 2,000,000 circulation mark in one magazine–and it's a *real* magazine–full color editorial features, 680-line display size page, letterpress *and* gravure sections, top quality stock, and all the rest that goes to spell the kind of company your ads should keep.

You can now take the guesswork out of reaching the youth field. Starch reports that BOYS' LIFE gives you more male primary readers 10 to 17 than do Life, Look, the Saturday Evening Post, or Reader's Digest. BOYS' LIFE is the best way to reach youth, and you reach the best youth *in* BOYS' LIFE–2,000,000 boys, 85% of them enrolled in the Boy Scout movement–the "joiners" and the "doers."

BOYS' LIFE is one of the few home delivered subscription publications in the youth field, and there is nothing that compares with the reader loyalty and dedication of a home delivered, personally addressed, magazine. This kind of devotion, especially among young people, is the same ingredient that builds advertising response.

BOYS' LIFE is "youth" all the way. It talks their language. Like the big, colorful triple threat feature on Mickey Mantle in the August issue–or last April's coverage of Lt. C. M. McClure's record 100,000 foot balloon flight–or this November's advance photo section on the U. S. missiles program.

Big, colorful and confident. That's what youth is and that's what BOYS' LIFE is. It's the book to buy to reach them, and a far better buy than ever before. This year's $3.21 cost per thousand drops to $3.18 with January's 2,000,000 guarantee–an 11% circulation increase with an accompanying 8.8% rate rise–continuing our policy of lowering page costs as we've grown.

LAST YEAR'S BOYS' LIFE ADVERTISERS

(A Check List of Who's Who in the Youth Advertiser Field)

■ Acme Color Photo Lab.
Acrobat Shoe Co.
Advance Enterprises
Aerovox Corp.
Airex Corp.
S. L. Allen & Co.
Allied Radio Corp.
Ambroid Company
American Basic Science Club
American Biltrite Rubber Co.
American Seed Company
American Tackle & Equip. Co.
American Telephone & Telegraph Co.
Animal Trap Co. of America
Fred Arbogast Company, Inc.
Arlo Products
W. T. Armstrong Co.
Art Instruction Co.
Artistic Card Co.
Aviation Photo Exchange
Aurora Plastics

■ Bachmann Bros. Inc.
Barton's
G. H. Bass & Company
Eddie Bauer
L. L. Bean, Inc.
Bear's Head Indian Games
Carol Beatty Company
Kurt Becker Company
Bendix Aviation
Benjamin Air Rifle Company
Bersted's Hobby-Craft Inc.
Charles Besler
Bike Web
Billiard Barbell Co., Inc.
Black Hawk Indian Crafts
Blue Bell, Inc.
Book-of-the-Month, Inc.
Boulevard Art Publishers
Breeders Equipment Co.
Bridgeport Hardware
Bright Star Industries
Brookman Enterprises
Brown & Bigelow
Browning Arms Co.
The Burrowes Corp.
Buglecraft Inc.
Burgess Battery Co.
Buss Mfg. Co.

■ Camp & Trail Outfitters
Campers
Cardinal Craftsmen
Carlisle Tire & Rubber Div
Castolite Company
Chabon-Scientific Co.
Champion Pants Mfg. Co
Chap Stick Company
Chevrolet Motor Div.
Chicago Embroidery Co.
Chicago Roller Skate Company
Chief Blackhawk
Chilton Greetings Co.
Ed Choby
Chrysler Corp.
J. D. Clinton
Coast Instrument Inc.
The Coca-Cola Co.
Cochise Trading Post
Colt Patent Fire Arms Mfg. Co.
Commonwealth of Pennsylvania
C. G. Conn Ltd.
Corcoran Inc.
Dow Corning Corporation
G. C. Crafts Co.
Creative Card Company
Crestliner, Inc.
Criterion Company
Crosman Arms Company

■ Daisy Mfg. Company
Darcy's of California
Dayton Bait Company
Dedham Kayaks
Delta Electric Company
Dinosaurs Div. of Hubbard House, Inc.
H. Hudson Dobson
Thomas Doran Co., Inc.
Doubleday & Co., Inc.
Douglas Aircraft Company, Inc.
W. L. Douglas Shoe Company
Dremel Mfg. Company
DuPont Home Furnishing Div.
Dynamic Merchandisers

■ Eico
Eastco, Inc.
Eastman Kodak
Edmund Scientific Co.
Electric Companies Advtg. Program
Electric Game Company
El-Fab, Inc.
Elmira Greeting Card Co.
Elston Paint & Supply Co.
Emblem Sales Company
Endicott-Johnson Corp.
The Enterprise Mfg. Co.
Esterbrook Pen Company
Evinrude Motors

■ Falls City Division
Family Workshop
Fiesta Hoops
Fisher Body Div.
W. A. Fisher Company
Flying "U" Caravan Camp
The Ford Motor Company
Fortune Shoe Company
Fossils Unlimited
Fulton Sales Company

■ The Garcia Corp.
Gavrilyns System
General Card Company
General Foods Corp.
General Motors Institutional
Gerberich-Payne Shoe Co.
C. A. Gibson
Gits Moulding
Goodyear Tire & Rubber Co.
The Grace Line Company
Greetings Unlimited
Grey Owl Indian Craft
Grieger's Inc.
Grit Publishing Company
Gro-Cord Rubber Company
Grumman Boats, Inc.

■ The Hallicrafters Company
Harrington & Richardson, Inc.
Harley-Davidson Motor Co.
Heath Company
Henry Heide, Inc.
H. J. Heinz Company
Hillerich & Bradsby Co.
Himalayan Pak Company
Hobby Kit of the Month Club, Inc.
Holiday Company
Frank A. Hoppe, Inc.
Howelab

■ Id Specialties
Ideal Toy Corp.
Insignia Club
International Shoe Company
Inter-Tribal Ceremonial Assn.
Ithaca Gun Company

■ Jewel Leather Goods Co.
Johnson & Johnson
Johnson Smith & Company
Jonas Brothers
Junior Sales Club of America

■ Keziah
Kiekhaefer Corp.
Klaudt Products Inc.
Koy's

■ Lac du Nord Kayaks
Lanham Enterprises
Larch
Leavens Mfg. Co.
Lee World Wide Shopper
Leeds Sweete Products Inc.
Lion Brothers Company
The Lionel Corp.
Thos. J. Lipton Inc.
Loew's Incorporated
Los Hermanos

■ The MacGregor Company
Marlin Firearms Company
Mastercraft Plans
Master Lock Company
Mayo Brothers
McKenzie Company
Mechanical Products Co.
The Mennen Company
The Metal Ware Corp.
Midwest Card Co.
Minnesota Engine Works
Ralph W. Missimer
Modern Toy Company
Mohawk Tanning Co.
Monogram Models, Inc.
Morrison Boat Works
Morsan Sales
O. F. Mossberg & Sons
Murray Ohio Mfg. Co.
Museum Products

■ National Company
National Youth Sales
Nestor-Johnson Mfg. Co.
Netcraft Company
New England Art Publishers
Nocona Leather Goods Company
Northland Ski Mfg. Co.
North Star
Northwestern School of Taxidermy
Northwoods Novelty Mfg. Co.
Novelty Kite Mfg. Co.

■ Old Monmouth Peanut Brittle Co.
Old Town Canoe Co.

■ Phillip S. Olt Co.
Packouz' Jewel Box
Parker Brothers Inc.
Panther International
Pauls Plans
Ben Pearson's
Peggy Ann Candy Co.
Penn Acme Wood Products Co.
Penn Fishing Reel
Pennsylvania Athletic Products
Penn Yan Boats, Inc.
Penny-Pix
Petty Unicycle Co.
Personal Name Plate Co.
Peters Cartridge Div.
Pepsi-Cola Company
Pinto Furs
Plano Moulding Co.
Fayette R. Plumb, Inc.
Plume Trading & Sales Co., Inc.
Polk Miller Products
Polks Hobby Dept. Store
The Porter Chemical Co.
Potter Drug & Chemical
Preferred Prints
Prince Enterprises
Pyrotex Company, Inc.

■ The Quaker Oats Company
Quality Products

■ Raleigh Industries of America, Inc.
Rawlings Sporting Goods
Readers Digest Association
Red Wing Shoe Company
Reeves Brothers
Reeves Company
Regal Ware, Inc.
Remington Arms
Remington Rand
Renwal Mfg. Co.
Revell, Inc.
Jack C. Reynolds
The Robbins Company
Rubin Trimming Works, Inc.
Russell Electric Company

■ Savage Arms Corp.
Scholastic Magazine, Inc.
A. Schrader's Son
Science & Mechanics
Scientific Products Co.
Scott-Mitchell House, Inc.
Scot Ties Ltd.
Sea Hunter
Seamless Rubber Co.
H & A Selmer, Inc.
The Seven-Up Company
W. A. Sheaffer Pen Co.
Shakespeare Company
Sheridan Products Inc.
The Sigwalt Mfg. Co.
Silva Inc.
Sinko Mfg. & Tool Co.
Ski Bob, Inc.
Smith Corona, Inc.
Solar Master Products
A. G. Spalding & Bros. Co.
L. E. Stemmler
Stevie Boy Clothes
Stewart Warner Corp.
H & B Stone
Sturdilite Products, Inc.
Suffolk Science Service
Sunshine Art Studios
Supply Service
Sweet-Orr & Co., Inc.
Swingline, Inc.

■ Tagco
Talon, Inc.
Tandy Leather Co.
Teen Age Book Club
Telephone Engineering Co.
Terry Candy Company
Thompson Brothers Boat Mfg. Co.
Tool Sales & Service Co.
Top Hat Magic
Travis Products Co.
The Treasury Plan
Tri-G Company
True Temper Corp.

■ Underwood Corp.
Union Pacific Railroad
United Fruit Company
U. S. Rubber Company
U. S. Sea & Air Photos
U. S. Time Corp.
Universal Hat & Cap Mfg. Co.

■ Valandy Electronics Corp.
Voit Rubber Corp.

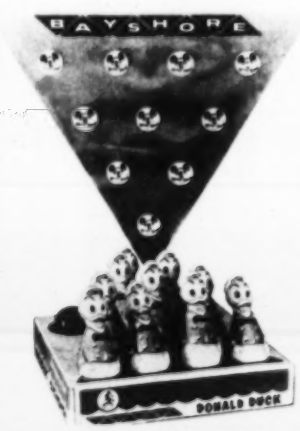
■ Washington College Academy
Watson Equipment Co.
W. R. Weaver Company
Wham-O Mfg. Co.
Wilderness Originals
Williams Gun Sight Co.
Wilson Chemical Co.
Wilson Sporting Goods Co.
Winchester Western Div.
Robert G. Wind Co.
M. L. Wittmann
Worcester Pressed Aluminum Corp.

Yoder Mfg. Co.
Captain W. E. Young

Merchandising Ideas

Micro-Path Sends Record • Micro-Path Inc., a subsidiary of Topp Industries, Los Angeles, is sending prospects a high-fidelity recording, "Voice of Automation," to promote its control system for small plants. The record combines narration with the sounds of automation components to tell the story that "Micro-Path is a major breakthrough in establishing magnetic tape control as a low-cost practicality in the metalworking industry." The record is packaged in a conventional jacket, with copy which gives information about features and application of the system.

Bowling Sets on Display • Bayshore Industries, Elkton, Md., toy manufacturer, has packaged its Donald Duck bowling set in a blue-black and white box with its own built-in display. Punch-out circles on the cover convert the bowling-set into an open display. Ten Donald Duck pins and two balls fit into the circles, and each set comes with a Mickey Mouse vinyl pinspotter. Artwork for the carton, which is supplied by the Kieckhefer-Eddy division of Weyerhaeuser Timber Co., was handled by Paul Musso, Precision Rubber Plate Co., Pennsauken, N.J.



BUILT-IN DISPLAY—*This Walt Disney bowling set is packaged in a carton which may be converted to an open display.*

Hints on How to Use Sterling • A little folder of hints on ways to use Sterling salt around the house, "Household Helpers from Sterling Salt," is being distributed by sales representatives of International Salt Co., Scranton, Pa. The folder contains a series of 3x5" cards each containing six or seven hints for the kitchen, laundry and medicine cabinet. For example, one card suggests that "mirrors will sparkle if you add Sterling salt to the water used to wash them, and lemon juice and salt will restore the white luster to piano keys." The folder is available at grocery stores, or by writing International Salt Co.

Ice Peak Boosts Games • An enormous mountain of ice, capped with flags of all participating Pan American Games nations, was erected in Chicago's Loop Sept. 3 in a unique promotion to stimulate attendance at the Pan American Games. 41 tons of ice forming a 15' Ice Peak encased a truckload of Coca-Cola. The Coke rested inside the ice mountain until the ice melted, then—free Cokes on State St. A contest to test the cool thinking of Chicagoans and Chicago visitors was thrown in to boot. Awards of U.S. Savings Bonds, Coca-Cola coolers and other prizes are being awarded those who come nearest guessing when the Pan American Ice Peak will finally melt.

This zany stunt, produced and directed by Les Lear, head of Les Lear Productions, was a cooperative salute to the Pan American Games by John Doremus, WMAQ disc jockey, who dreamed up the idea, Coca-Cola Co. and Lincoln Ice Co.

Gilbert Issues 'Flyergram' • H. J. (Spike) Fitzpatrick, sales manager of A. C. Gilbert Co.'s American Flyer electric trains, believes that every day of the year can be a train selling day. Teaming up with Banning Repplier Advertising Agency, New Haven, he has produced a two-color, four-page monthly newsletter for dealers and distributors, "American Flyergram," in which he details trade news, merchandising ideas and provides a "gripe forum." Mr. Fitzpatrick reports that even before the third issue, the September issue, was off the press, it had paid off in increased sales and more prestige for the entire American Flyer line. He said dealers have written they are delighted with the newsletter, and have found that the merchandising ideas are just what they need to help train personnel.

One dealer wrote, "when I first saw the 'American Flyergram,' I didn't know whether it was a mess or a message. Anyway, I read it and really got a bang out of it. Keep 'em coming."

Do-it-Yourself Window Kits • American Express Co. has shipped 30 plywood cabinets to regional showrooms, each containing five basic displays which may be combined into 39 window displays. American Express describes the "do-it-yourself window kits" as a new concept in window display, designed to give regional show windows a professional look. There are no nails, screws or wiring, according to the manufacturer, Metropolitan Travel Display, New York, facilitating easy assembly. Tom Donnelly, in charge of display of American Express, is the designer. Metropolitan Travel Display is planning to apply the concept to other fields, and American Express is planning to work out smaller kits for overseas in conjunction with President Eisenhower's proclamation naming 1960 "Visit U.S.A. Year."

Hawk Crawford Schilling Pach

WRITING AMBASSADRESSES—*S. W. Pach, president of Paper-Mate Co., discusses Paper-Mate's "Say It the Write Way" booklet with Camilla Hawk, Marcia Crawford and Natalie Schilling, who are on a tour of the nation in support of Paper-Mate's back-to-school program.*

Paper-Mate Pens on Tour • Paper-Mate Co., Chicago, has dispatched three "handwriting ambassadresses" to tour the nation in support of the company's back-to-school promotion program. The three women, decked out in special school hats, are making a flying tour of 36 major cities to appear on tv and radio programs this month. Each of their hats, designed especially for Paper-Mate, carries several typical school items, including the new Holiday pen. The "ambassadresses" are school teachers from the Chicago area who, during radio and tv interviews, discuss ways students can improve their handwriting.

In addition to the special materials on handwriting prepared for the tour, the women are carrying Paper-Mate's new "Say It the Write Way," a booklet of tips on writing etiquette, which may be obtained from Paper-Mate's consumer service department. #

DO-IT-YOURSELF DISPLAY—*Tom Donnelly, American Express Co., reaches into new window display kits which American Express is sending to regional showrooms.*

Tie-in Features New Dimension • The record division of RCA Victor and Studebaker-Packard Corp. are tying in for a promotion to boost RCA's "New dimension in sound" and Studebaker-Packard's "New dimension in motoring—the Lark." Studebaker, through D'Arcy Advertising Co., is using newspapers, radio, tv and point of sales material featuring the RCA Victor album made by Pat Suzuki, star of "Flower Drum Song." Advertising invites consumers to "Fun drive the Lark." As an incentive they are given as a gift a preview album featuring Miss Suzuki. Consumers also will have an opportunity to win a 1959 stereophonic Victrola, which will be shown in most Studebaker showrooms in the fall. The sets will be playing to demonstrate tone and quality.

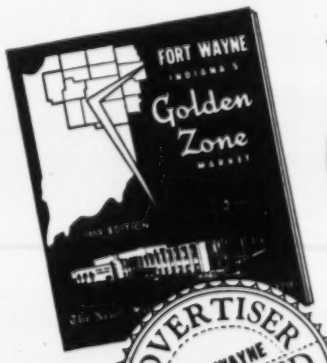
RCA is using tv, radio and point of sale, through Grey Advertising Agency, to back up the promotion. Leonard F. Fellman Co., Philadelphia, coordinated the promotion.

STERLING HOUSEHOLD HELPERS—*International Salt Co. is distributing this folder containing a series of household hints which utilize Sterling salt to solve household problems.*

Just Off The Press

1959 Fort Wayne Golden Zone Book

Vital Statistics on One of the Nation's 9 Top Test Markets



ADVERTISER APPROVED FORT WAYNE INDIANA TESTED

- Market Maps
- Effective Buying Income
- Retail Sales per capita and family
- Industrial and agricultural statistics

28 PAGES OF THE LATEST FACTS, FIGURES & PICTURES

- Auto, Drug, Food, General Merchandise
- Apparel sales figures
- Merchandising Aids
- Test Market Data and much more

Write for your free copy today!

FORT WAYNE NEWSPAPERS, INC., Agent

INDIANA'S GOLDEN ZONE

The News-Sentinel • THE JOURNAL-GAZETTE

Represented by Allen-Klapp Co.—New York—Chicago—Detroit—San Francisco

A New Market... A Premium Market... At Unheard-of Introductory Rates

CARNEWS and TRAVEL TIMES

Met with unprecedented circulation success with its initial August issue in tabloid newsprint format.

•

Combines dollar-saving news of interest for car-conscious, travel-minded Americans everywhere — COMBINES the rich automobile and travel consumer markets in one monthly mass publication.

•

Sells for 10 cents in contrast to the newsstand-loaded slicks at premium prices.

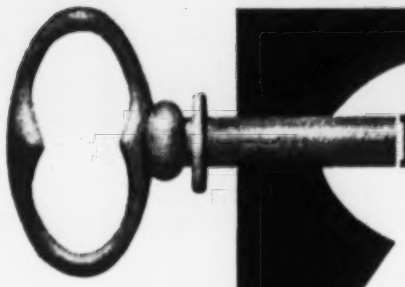
•

Offers this premium market at low, low advertising rates on an introductory basis only.

Call, write or wire the nearest *ARMY TIMES Publishing Company* office or address your inquiry to

CARNEWS

2020 M Street, N.W.
Washington 6, D. C.
Telephone:
DI 7-9282



your key to a
HIGH INCOME MARKET

The ELKS Magazine delivers
a class audience of 1,230,998 men
with a *median income of $7,220.*
26.1% earn $10,000 or more.

Elks incomes rank 7th among readers
of the 53 magazines in the Starch survey.

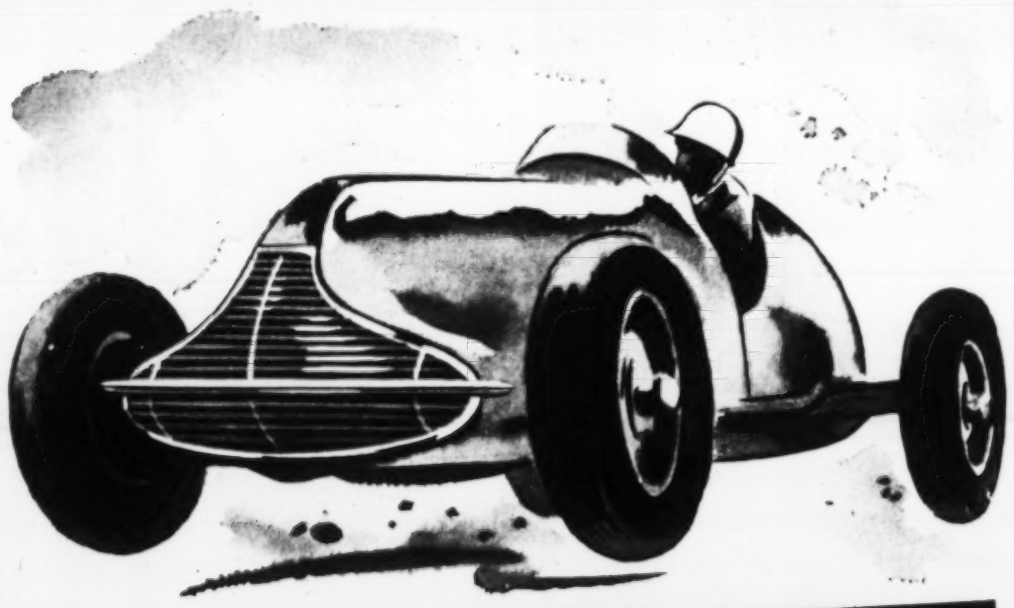
Higher incomes enable Elks to *spend* more . . .
more *often* . . . as shown by the high rating of Elks
in most ownership classifications in Starch.

To best reach and sell this high income men's market,
advertise in The ELKS Magazine.

More information? Write for a copy of our booklet, "The Elks Market"

THE Elks MAGAZINE

NEW YORK 16 — 386 Fourth Avenue
CHICAGO 1 — 360 N. Michigan Avenue
LOS ANGELES 17 — 1709 W. 8th Street



YOU MAY NEVER DRIVE A '500' WINNER*—

BUT... WKZO-TV Puts Your Campaign At Full Throttle In Kalamazoo-Grand Rapids!

PLEASE NOTE! As shown below, WKZO-TV delivers 94.9% more homes than Station "B," Sunday through Saturday, 9 p.m. to midnight!

NSI SURVEY—KALAMAZOO-GRAND RAPIDS AREA
(Jan. 25-Feb. 21, 1959)
STATION TOTALS FOR AVERAGE WEEK

	HOMES DELIVERED		PERCENT OF TOTAL	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
6 a.m.-9 a.m.	17,600	17,300	50.4%	49.6%
9 a.m.-Noon	55,500	32,300	63.2%	36.8%
Noon-3 p.m.	69,400	35,200	66.3%	33.7%
3 p.m.-6 p.m.	68,000	54,500	55.5%	44.5%
Sun. thru Sat.				
6 p.m.-9 p.m.	148,700	95,500	60.8%	39.2%
9 p.m.-Midnight	134,300	68,900	66%	34%

WKZO-TV will put you in the winner's seat in the important Kalamazoo-Grand Rapids market with its commanding lead in *coverage and popularity.*

WKZO-TV holds a big 94.9% lead over Station 'B' (see NSI Survey at left) in homes delivered, Sunday through Saturday (9 p.m. to midnight). And to top it off, a 9-county ARB Survey (April 17-May 14, 1959) covering 300,000 TV homes gives WKZO-TV first place in 74.6% of all quarter hours surveyed!

Remember—if you want all the rest of outstate Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.

**Roger Ward won the 1959 Indianapolis 500-Mile Speed Classic with a record average of 135.587 MPH.*

The Fetzer Stations
WKZO TV — GRAND RAPIDS KALAMAZOO
WKZO RADIO — KALAMAZOO BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF FM — GRAND RAPIDS KALAMAZOO
WWTV — CADILLAC, MICHIGAN
KOLN TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS
WMBD TV — PEORIA, ILLINOIS

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Henry Schachte, exec vp of Lever Bros., incapacitated for the past month by the recurrence of a back injury, expects to return to the office shortly. He threw his back out of kilter while attending a meeting on his first day back from a European vacation . . .

Howard Davis, head of information services at N. W. Ayer & Son, is back at his desk in Philadelphia after a month in bed recuperating from a brain concussion—the result of diving into shallow water. "There's one born every minute, this one in 1918," he says ruefully. Howard's predecessor at Ayer, **Richard Powell**—author of the best-sellers, "The Philadelphian" and "Pioneer, Go Home"—has another book out. It's 43 pages long and entitled, "The Story of a Yacht Club—An Informal History of the Brant Beach Yacht Club at Brant Beach, N. Y." So far, no nibbles from Hollywood . . .

IT'S GOING HOME—*Junzo Sato, representative of Japan's National Society for the Preservation of Artistic Swords, holds a Samurai sword turned over to him by Frank Aiello (right), retail ad manager of the Washington Star. The sword was surrendered to Mr. Aiello by a Japanese officer at the end of World War II.*

The sketchbooks of **Robert Conlon,** sketchman at Kudner Agency, New York, are the subject of an article in the September issue of *American Artist* . . .

Sue Whatmore, daughter of **Marvin C. Whatmore,** vp and general manager of *Look,* was married Aug. 29 to James J. Maurer. The groom reported for duty as a second lieutenant in the Marine Corps Sept. 8 . . .

Graham Porter, ad manager of the Commerce Trust Co., Kansas City, and creator of nationally syndicated ad material for financial institutions throughout the country, had a second book published Sept. 4. Called "Lochinvar," it's a bit of whimsy about a social-register dachshund and his divorcee owner (whose motto is "When in doubt, drink"). Porter's first book, "Small Wonder," a humorous novel about expectant parenthood, has been transcribed into 12 languages and Braille so far . . .

Brodsky
Macha Witt Nicolosi Francis Babecki

ANCHOR'S AWEIGH—*Garfield-Linn & Co.'s answer to Chicago's sweltering heat took the form of a yachting picnic on the 65' Revere owned by Revere Engraving Co. Ready to leave the mooring are Edith Macha, artist; Robert Witt, general manager; Gwen Nicolosi, secretary; Mabel Francis, office manager; Steve Babecki, art director, and Leonard Brodsky, senior vp and creative director, who is calling the shots from the crow's nest.*

William S. Hedges, NBC vp, heads up this year's tv-radio fund-raising for the Travelers Aid Society, aided by **Ted Bergmann,** president of Parkson Advertising; **E. J. Fitzsimmons** of Weed Television; **Ernest Lee Jahncke** of Edward Petry & Co.; **James V. McConnell** of Venard, Rintoul & McConnell; **Frank E. Pellegrin** of H-R Television, and **James Seward,** CBS vp . . .

Marketing consultant **Elmo Roper,** a resident of West Redding, Conn., has been named to a five-year term on the Connecticut state Civil Rights Commission . . .

Mrs. Roselyn Linford, administrative assistant to the president of Stalcup Inc., Kansas City outdoor advertising company, won the grand prize in the "Big Idea" contest sponsored by Esleeck Mfg. Co., Turners Falls, Mass. She won by listing the advantages of using Esleeck onion skin papers . . .

Roy Kellogg, retired managing director of the Los Angeles Adclub, recently became a grandfather for the 14th time . . . **Bob McAuliffe** of WNBQ Sales, Chicago, became a father for the second time when his second son, Timothy, was born Aug. 21 . . .

Marilyn Jeanette Atwood, daughter of **Robert B. Atwood,** publisher of the *Anchorage Daily Times,* will wed Marvin J. Coles on Sept. 20 in Alaska . . .

Inside Los Angeles there's a Hidden City* and...

A MILLION YOU'RE MISSING

if you're not in The Mirror News

Meet a Hidden City Accountant

She has many other titles—seamstress, cook, dishwasher, mother—generally adding up to the catch-all of housewife. She's a young woman (more than half the wives in Hidden City are 39 or under) and since she's going through her buyingest years her budget is an important item. Her husband gives her a good budget to work with—83% of Hidden City husbands are on their way up in well-paying occupations, earning $4,000 or more. Many of her purchases are for her children. Hidden City parents have 428,888 children—more children per family than the homes reached by any other weekday metropolitan newspaper in Los Angeles. Altogether the 310,260 Hidden City families have $1½ billion to spend on things they see advertised in The Mirror News . . . and 4 out of 5 of the million Mirror News readers take only The Mirror News as their Los Angeles metropolitan weekday newspaper.

***It's bigger than Dallas** . . . or San Diego, Seattle, Minneapolis, Denver, Cleveland, Cincinnati, and a lot of other big cities you'd never dream of overlooking.

4 OUT OF 5 HIDDEN CITY FAMILIES READ NO OTHER WEEKDAY METROPOLITAN PAPER

Big Shopping Center Open

MIRROR NEWS

RECORD GROWTH SEEN IN LOS ANGELES AREA

Good Day Predicted Today

LOS ANGELES EVENING
MIRROR NEWS

Represented by O'Mara & Ormsbee,
New York, Chicago, Detroit, San Francisco

Koff Named Ad Head of Kessler-Hunter Distillers

Murray Koff, formerly advertising manager, Kessler division, House of Seagram, has been appointed director of advertising and sales promotion of the newly consolidated Kessler-Hunter Distillers Co., which will market Kessler, Hunter, Gallagher & Burton blended whiskies, Old Lewis Hunter bourbon and Kessler gin.

Murray Koff

Agencies for the brands remain unchanged (AA, Aug. 31).

Channel 5 Alters Call Letters

Channel 5, Fort Smith, Ark., has changed its call letters to KFSA-TV effective Sept. 1. These were the call letters of the former Channel 22 which went off the air when Donald W. Reynolds, owner, bought the controlling interest in Channel 5. Bill Slates has been appointed general manager of the new KFSA-TV, which telecasts on maximum power and carries CBS, NBC and ABC programming. Mr. Slates held the same position on Channel 22. KFSA-TV is part of the Donrey Media Group which operates KLRJ-TV, Henderson, Nev., KOLO-TV, Reno, and KGNS-TV, Laredo, Tex.

Fisher Associates Adds Two

Reber Preserving Co., Eola, Ill., and Gonella Baking Co., Chicago, have named M. M. Fisher Associates, Chicago, to handle their advertising. Both accounts formerly were handled by the Martin Co., Chicago.

Trundle Joins Dole Pineapple

Charles G. Trundle has joined Dole Hawaiian Pineapple Co., San Jose, as market research manager. Mr. Trundle was formerly market research manager of Mennen Co.

Nellie Corkery, 50 Years an Adwoman, Retires from EWRR

PHILADELPHIA, Sept. 8—Nellie F. Corkery, a mainstay in the traffic department of the local office of Erwin Wasey, Ruthrauff & Ryan, closed 50 years in the advertising business last month.

Believed to be one of very few women to have remained in the advertising business for half a century, Miss Corkery is somewhat reluctant to leave. Yet, she is looking forward to an extensive air trip to Europe's Catholic shrines provided by the agency's New York office in cooperation with KLM Royal Dutch Airline.

Of the 50 years Miss Corkery has spent in advertising, 29 were with EWRR and with Geare-Marston, absorbed by R&R in 1956.

H. D. Nalle, EWRR vp and manager of the Philadelphia office, also presented a mounted metal plaque in the form of two production orders inscribed with highlights of her career, a wrist watch and other tokens of appreciation from the local office force.

GOOD JOB—*Horace D. Nalle, vp and general manager of the Philadelphia office of Erwin Wasey, Ruthrauff & Ryan, presents KLM Royal Dutch Airline ticket to Nellie F. Corkery upon her retirement after 50 years in the advertising industry.*

■ Still enamored of her job and the advertising business itself, Miss Corkery has probably established a record which few persons in the business world could match. She has rarely missed a day at her job, except for vacations, in the 50 years.

Miss Corkery's career dates back to 1909, when she became secretary to Eugene McGuckin, then advertising manager of the old *North American* newspaper in Philadelphia.

When Mr. McGuckin formed his own advertising agency several years later, he took Miss Corkery along as his "girl Friday."

Also working at Eugene McGuckin Co. at the time were Norman W. Geare and C. Harold Marston. In 1928 they left and formed Geare-Marston Inc., which for many years was one of the city's most successful agencies.

In 1930 Miss Corkery joined the comparatively new agency and became head of its traffic department. When the agency was merged with Ruthrauff & Ryan, Miss Corkery became an integral part of the merged company's traffic department.

■ Jesse Plumley, head of EWRR's production department, who has worked with Miss Corkery since 1930, said, "In the millions of details she handled, practically no mistake got past her."

Miss Corkery, when asked why she remained in advertising all of her adult life, stated, "I have no regrets on my choice of a career. I liked advertising, and my job, very much. Most of the time I was my own boss." #

Vance Fawcett Associates Names McDermott Exec VP

John W. McDermott has been named exec vp of Vance Fawcett Associates, Honolulu. Mr. McDermott first went to Hawaii in 1951 after three years in Europe where he was promotion manager of the European edition of the *New York Herald Tribune*. He worked in New York from 1953 to 1955 when he rejoined Vance Fawcett. He was named vp in charge of creative services in 1957.

John W. McDermott

Rawlins Joins Nemarow

John J. Rawlins, formerly agricultural section advertising manager of the *Times Journal*, Vineland, N. J., has joined Nemarow Advertising, New York and Vineland, as head of the merchandising division. He will supervise all marketing activities as well as Sample 'N' Sell, the agency's food store demonstration service.

Morse Adds Hickok Slacks

Sirkin-Levin-Davis, New York, new licensee manufacturing Hickok slacks, has appointed Albert L. Morse & Co., New York, its first agency. Heretofore, the Hickok name has been used only for belts and men's jewelry. The campaign will begin in the Spring, using magazines, tv and retail aids.

Nat'l Shirt Shops Tries Radio

National Shirt Shops, men's wear chain with 150 outlets in 78 cities, will use radio for the first time with a 13-week spot campaign in six markets in the South and Southwest, starting this month. Robert M. Marks & Co., New York, is the agency.

Baer Joins Lazarnick

Richard Baer, formerly studio manager of Pagano Inc., has joined Lazarnick Inc., New York, commercial photographer, in the same capacity.

Tormey Joins 'Woman's Day'

John L. Tormey, formerly with the *Wall Street Journal*, has joined the San Francisco sales staff of *Woman's Day*.

Daily Basketball Forecast featured in the
New York Mirror

"Joe Harris, football seer extraordinary . . ."

LEADING ADVERTISERS IN MORE THAN 300 CITIES HAVE ENJOYED ALMOST A COMPLETE WEEK OF IMPACT ON A SINGLE INSERTION WITH . . . JOE HARRIS FOOTBALL PREDICTION SERVICE

It's Kick Off Time for America's most thrilling and most accurate football forecasts! The Joe Harris Prediction Service. Feature the week's big games in your newspaper advertising in ADVANCE! Use them as hand-out leaflets for store traffic! Mail them to sports minded customers every week! Build a great radio or TV sports program around Harris!

Millions of sports fans all over the Nation read and clip the ads of our sponsors every week. You get almost a full week's impact from just one insertion. Hundreds of advertisers in over 400 newspapers have successfully used the Joe Harris Football Forecasts.

Every Monday you receive over 200 college and Pro forecasts for the following week end with the probable score for each game —even the upsets. NO OTHER EXPENSE but your weekly subscription fee. You can use them all, or edit the list to fit your space or time.

Joe Harris
America's Most Accurate Forecaster
82.9% ACCURACY
DURING THE PAST 18 YEARS
Check now for amazingly low cost for all exclusive rights in your area.

OVER 500 SPONSORS

. . . Including Department Stores, Banks, Auto Dealers, Breweries, Oil Companies, Dairies have used Joe Harris Football Forecasts to get HIGH READERSHIP in their ads.

FINAL DAILY NEWS
NEW YORK'S PICTURE NEWSPAPER

USED THE JOE HARRIS FORECASTS AS A CONTEST FOR ITS READERS.

More than 400 newspapers have carried the Harris forecasts.

The Joe Harris Forecasts ARE ACCLAIMED BY FAMOUS SPORTCASTERS
• Dan Parker • John Tibby
• Bill Stern

LOOK AT THESE LOW WEEKLY RATES

In Cities Under 30,000 Population	$5.00	In Cities Under 300,000 Population	$40.00
In Cities Under 60,000 Population	$10.00	In Cities Under 400,000 Population	$50.00
In Cities Under 80,000 Population	$15.00	New York	$200
In Cities Under 100,000 Population	$25.00	Chicago	$100
In Cities Under 200,000 Population	$30.00	Philadelphia	$100

In Cities over 400,000 prices quoted on request • All rates 15% commissionable by agencies

Joe Harris SPORTS FORECAST
P.O. BOX 266 • ATLANTIC CITY, N. J. • PHONE: 5-1875

ANSWER AMERICA
ANSWERS YOUR TELEPHONE
24 HOURS EVERY DAY
Do Your Accounts Have a Communication Problem?

ANSWER-AMERICA

Set up phone service anywhere in North America. Your clients will increase their business with Answer America service. Your accounts can maintain mailing addresses and telephones in most cities in North America for an extremely low cost. Special telephone surveys and ad response can also be handled by Answer America affiliates. For complete information, write Answer America.

ANSWER AMERICA, INC.
55 East Washington Street,
Chicago 2, Ill. RA 6-2339

beginning on next page...

an

Ad Age

Ad-Venture

Advertising Age

Outdoor Adopts Yardstick to Do More Research

important to important people

200 EAST ILLINOIS STREET · CHICAGO 11, ILLINOIS
630 THIRD AVENUE · NEW YORK 17, NEW YORK

A man who takes pride in his work gets a lot of solid satisfaction out of businesspaper advertising. It's a medium that's strictly for pros—you and the men you're talking to. You get a kick out of writing the kind of knowing advertising it takes to sell businessmen . . . in businesspapers.

Advertising in

as any advertising man

men who read

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND STREET, NEW YORK 17, NEW YORK • 201 NORTH WELLS STREET, CHICAGO 6, ILLINOIS • 1004 NATIONAL PRESS BUILDING,

SENIOR VICE PRESIDENT NEW YORK AGENCY PHOTO ON LOCATION BY ARNOLD NEWMAN

businesspapers means business

who knows his business will tell you — *because*

businesspapers mean business

WASHINGTON, D. C. / **GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESSPAPER—AN ABC-AUDITED, BOUGHT-AND-PAID-FOR ABP PAPER**

Handlery Chain Sets Drive

Fall and winter advertising for California's Handlery Hotel chain, handled by Beaumont & Hohman, San Francisco, will feature intensive use of spot radio and dominating highway bulletins with 25 radio stations in California, Oregon, Washington and Honolulu being utilized for 26 weeks. Large printed bulletins will be placed on major highways leading to each of the California cities where Handlery hotels are located. The chain operates 15 hotels.

the association of
art
studios in Chicago, inc.

- ART PLUS, INC.
- BERLET-ANDERSON-MARLIN, INC.
- CARNAHAN-HANSON CO.
- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
- PROMOTIONAL ARTS, INC.
- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
- WHITAKER-GUERNSEY STUDIO, INC.

aasc 1000 advertising artists SERVICE-DEPENDABILITY-INTEGRITY

the Association of Art Studios in Chicago, inc.
20 North Wacker Drive, Chicago 6, Illinois
R. A. Good, Executive Secretary

Brunelle Ads Net 4 Accounts; Results 'Inconclusive So Far'

HARTFORD, Sept. 10—Charles Brunelle Co. is an advertising agency that believes it should advertise as well as handle advertising for clients.

Starting last May, it launched a newspaper advertising campaign to express some of its thinking on advertising. The ads run four times a week in the *Hartford Courant* and the *Hartford Times*. The units range in size from four columns by 11½" to one column by 1". They run on the business pages in both newspapers.

Charles Brunelle, who heads the agency, which was founded as a public relations consultant in 1941 and added advertising agency services the following year, in explaining the current advertising campaign, said:

"Among our strong feelings is that an agency's attitudes should mesh with the client's. Our ads are therefore calculated to expose us for what we are. They give a prospect a chance for some real pre-screening before contacting us. We'll never hear from anyone who doesn't like our kind of thinking. We will hear from those who do. And that's already happened."

■ Four small accounts have been added since May, and several others are in negotiation. But the agency declines to release data on these at this time. It prefers to wait until it has more to show for its ads.

In the meantime, it is running such items of copy as these:

• "Advertising is not just a matter of getting your point across to someone who wants to know what you're talking about. It's getting it across to someone who doesn't know."

• "There is no such thing as a bad position for a good ad."

• "When addressing any audience, speak loud and clear, for only you—not your audience—already know what you're saying."

■ The agency also has run a couple of ads explaining why it has no life insurance accounts, pointing out that it doesn't "believe in going around asking people to change agencies. That's their business until they make it ours."

But it intimates it has something up its sleeve for anybody really interested.

Does this type of advertising pay? The agency holds it's too early to say. Later this year perhaps it will know more about it.

In the meantime, the ads keep running. #

Southern Comfort to Run Recipe Insert in 'TV Guide'

Southern Comfort Corp., St. Louis, will run a 12-page removable recipe insert for Southern Comfort in the Oct. 24 issue of *TV Guide*. The four-color ad will include tips on making mixed drinks, recipes for 32 popular drinks and hors d' oeuvres suggestions. The company previously tested a similar insert for readership, write-in response and sales results in the April 4 issue of *TV Guide's* Cleveland edition, plus four-color page ads in the magazine's March 14 and May 16 issues, with favorable results. Krupnick & Associates, St. Louis, is the agency.

NEW SEAGRAM CONTEMPORARY CAMPAIGN—*Seagram Distillers Co. will break a new fall campaign for Seagram's 7 Crown whisky this month with contemporary scenes of leisure hour relaxation in an American home at the end of a working day. Ads will be used in 479 newspapers in 379 markets, in four-color spreads in Life and Look, and in full-color single pages in The Saturday Evening Post. It also marks the first time women have been featured in advertising for the brand. Warwick & Legler is the agency.*

Chevy Sets 'Together but Apart' Ad Treatment for Chevrolet, Corvair

Drive Breaks Sept. 14 Using TV, Magazines, Newspapers, Outdoor

DETROIT, Sept. 11—Chevrolet will break a three-week introductory ad campaign Sept. 14 for its 1960 line of passenger cars, trucks and its first compact car, the Corvair. The vehicles will reach the dealers Oct. 2.

Chevy's ad budget has been allocated in three categories—trucks, Corvairs and the larger passenger cars. The Corvairs and the "big" cars will receive "together, but apart" treatment from the General Motors division.

Newspapers will again be the backbone of the Chevy campaign with more than 7,100 dailies and weeklies scheduled to receive ads. Teaser ads for the Corvair, measuring 24", will start Sept. 20 in

COMING SOON!
Corvair
NEW COMPACT CAR BY CHEVROLET
AMERICA'S ONLY CAR WITH THE ENGINE IN THE REAR (WHERE IT BELONGS IN A COMPACT CAR!).
COMING FRIDAY, OCT. 2
See it at your local authorized Chevrolet dealer's

CORVAIR DEBUT—*Chevrolet will start a teaser ad campaign for its new Corvair compact car Sept. 20 with ads scheduled in more than 7,000 daily and weekly newspapers.*

major markets. Full page ads will follow carrying the headline, "Why we build two kinds of cars."

■ Ads for the conventional Chevies will break Oct. 1. Facing pages in metropolitan centers will be scaled no lower than two 5 col. x 182-line ads in other communities. The new truck series will begin in newspapers next week, with pre-announcement ads running up to a full page for the first time.

A bound "catalog-style" insert will appear in a September issue of *Life* (a center spread with the following page devoted to Corvair). Consecutive spreads, one for the Chevy and the other for the Corvair, are booked for early October issues of *Look* and *The Saturday Evening Post*.

Television plans include some special shows, plus Chevy's regular weekly programs. The specials include a Red Skelton hour (CBS) on Oct. 9, an expansion of the Pat Boone "Chevy Showroom" half hour (ABC) to a full hour Oct. 1, and a Roy Rogers-Dale Evans special (NBC) on Sept. 27, where new trucks will be emphasized. Dinah Shore will open her fall schedule for the auto maker Oct. 4 on NBC.

■ An outdoor campaign will start Oct. 1 with the regular cars getting a full showing and Corvairs and trucks a half showing apiece. The Corvair board carries the message, "Revolutionary rear-engine compact. Corvair is at your Chevrolet dealership. What are you doing here?"

A wide use of spot radio will supplement the regular Mutual, CBS and Keystone network programming. The radio buy covers 1,785 stations. Chevy also will use the largest direct mail campaign in its history, with initial mailings going to independent garage and service stations.

Campbell-Ewald Co., Detroit, is the Chevrolet agency. #

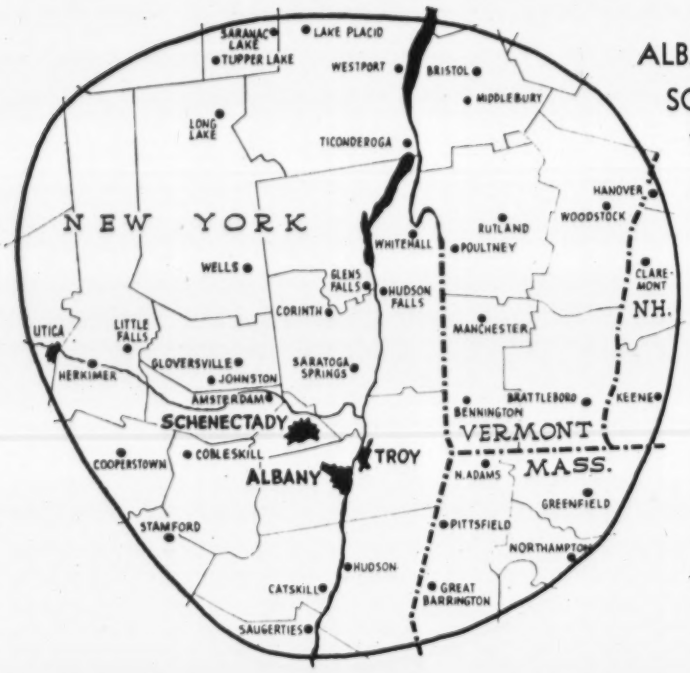
Exec Products to Hoyt

Exec Products Inc., manufacturer of Exec Paste Pen, a new product which reportedly simplifies pasting, has appointed Charles W. Hoyt Co., New York, to handle its advertising and sales promotion. Advertising will break in October issues of school, drug, variety store, hardware and photographic business publications, in the December issue of *Parents' Magazine* and the Dec. 5 issue of *The Saturday Evening Post*.

'Dun's Review' Hikes Rates

Dun's Review & Modern Industry, New York, reports an increase in rates based on an average paid circulation guarantee of 117,500 for 1960. Rate for a b&w page, one time, will increase from $1,150 to $1,600 and rate for a two-color page will increase from $1,170 to $1,800. New rates become effective with the January, 1960, issue.

The $3 BILLION GOLDEN CIRCLE



ALBANY
SCHENECTADY
TROY

abc

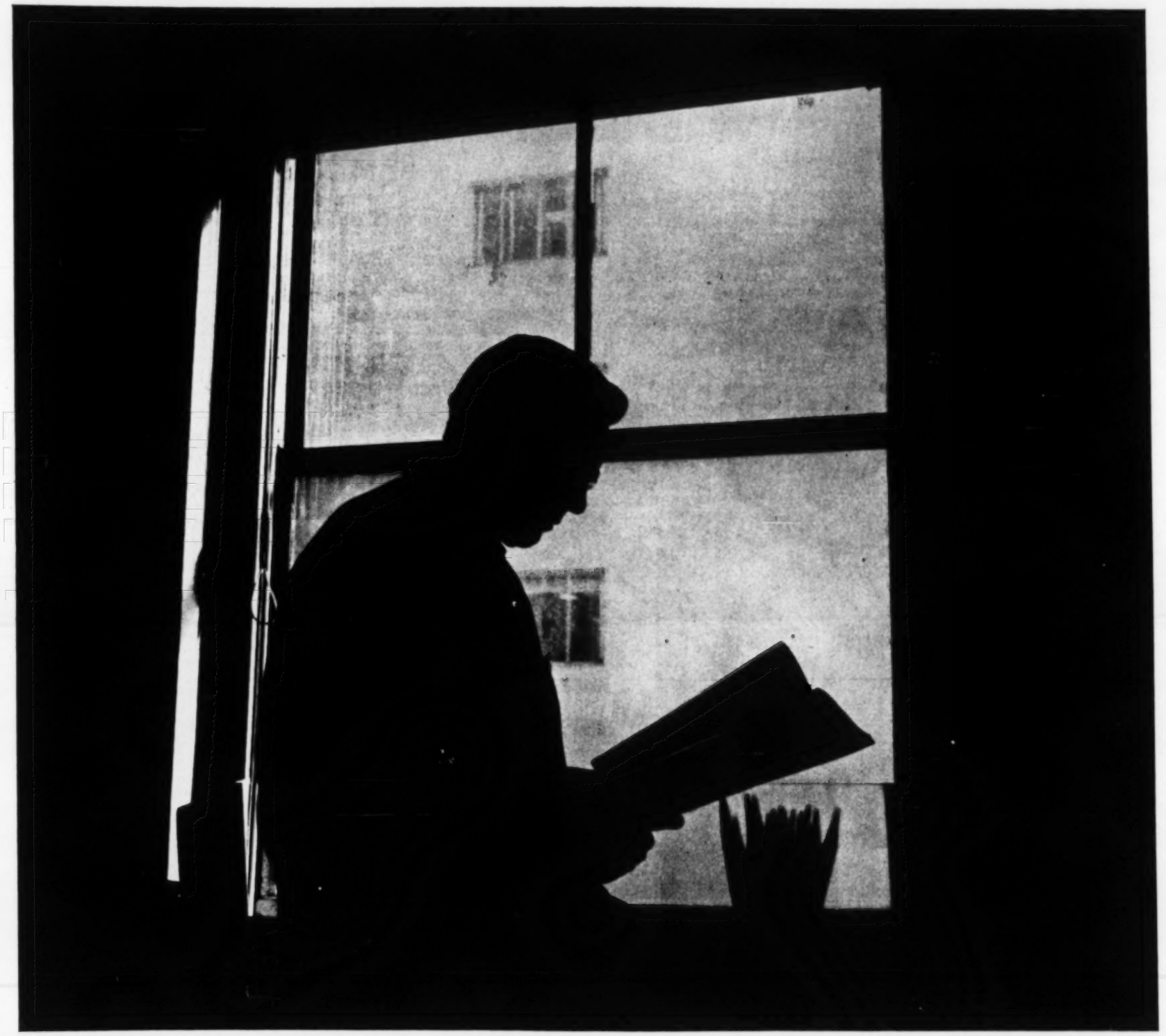
CHANNEL 13 WAST ALBANY, N. Y.

This new station is engineered to deliver the market covering eastern New York, western Massachusetts and parts of Vermont and New Hampshire. It provides a sales potential of $3,495,571,000.00 consumer spendable income. And that's cash register money! Food sales alone are over $615 million; drugs over $72 million.

Exclusive ABC for most of its coverage. Investigate . . . write, wire or phone today.

Represented by VENARD, RINTOUL & McCONNELL, Inc.

FORUM's 60,000 subscribers—the largest exclusively nonresidential audience anywhere—includes architects; engineers; contractors; and the vital commercial, industrial and institutional executives who actively participate in today's building programs.



Advertising in Architectural FORUM means building business as any advertising man who knows his business will tell you...because men who read Architectural FORUM mean business.

Architectural FORUM / The Magazine of Building / Published by TIME Inc. / Rockefeller Center, New York.

BUSINESS PAPER LEADERSHIP ABP | AUDITED PAID CIRCULATION ABC

This Week in Washington . . .

Should U.S. Buy Space to Run Full Texts of Soviet Policy Statements?

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 10—In the impending conferences with Soviet Premier Nikita Khrushchev, our people would welcome an agreement obligating Russia to get the full texts of our important policy statements into their press and on their air. But Russians say they want the same favor in return. Since our government has no way of providing it, some officials say the only way out would be through paid advertising.

When Vice-President Nixon pressed for more exchanges of news while he was in Moscow last summer, Soviets parried by complaining about coverage of Russian news in the U. S. press.

After the famous debate in the kitchen at the Moscow fair, Premier Khrushchev needled the Vice-President because many papers here printed the Nixon remarks in full, but none offered more than a bobtailed report on Mr. Khrushchev's.

Before leaving Russia Mr. Nixon said that if the Soviets are serious about promising to print full texts of U. S. statements, we will find a way to cooperate. If necessary, he said, our government might even consider buying newspaper space to assure full text treatment of important Soviet statements.

■ Paid government advertising would be a last resort, you can be sure. Politically, it would not be pleasant to explain the expenditure of tax dollars to spread Russian statements. But in any event, it is contrary to long-standing government policy, reiterated only last week by Under Secretary of the Treasury Julien Baird, which recognizes that large scale government purchases of advertising would inevitably lead to charges of political favoritism.

Of course the State Department could consider the possibility of escaping the dilemma in the same way the Treasury solved its savings bond promotion problem. Perhaps the highly desirable exchange of news could be arranged if some benevolent capitalists could be found who would be willing to print Mr. Khrushchev's messages under the insigne of the Advertising Council.

Car Mileage Figure Wins

The House took time during the adjournment rush this week to debate the cost of operating a 1958 Chevrolet eight-cylinder, four-door sedan. Rep. Dante B. Fascell (D., Fla.), who wants to raise government mileage allowances from a maximum of 10¢ per mile to 12¢ a mile, had a survey by Runzheimer & Co., Chicago accountant, which figures the cost at 11.998¢, assuming that the car is operated for 10,000 miles.

His 12¢ estimate ultimately passed the House. But not before Rep. Robert R. Barry (R., N. Y.) got in some licks in behalf of economy. Rep. Barry pointed out that 90% of U. S. businesses allow no more than 8¢ a mile. He also pointed out that Runzheimer's variable factors for the 10,000 miles—gas, etc.—added up to only $399 or 4¢ per mile. He said he did not think that the government ought to pay fixed items like depreciation, insurance and licenses, which totaled $800.98, or 8¢ per mile.

No Soft Soap for Lachner

Rep. Abe Multer (D., N. Y.) shrugged off a personal side bet with B. T. Babbitt's president, Marshall Lachner, the other day, while they were waiting for a House judiciary subcommittee to begin hearings on H.R.8107, the Multer bill to stop Mr. Lachner from offering U. S. savings stamps to people who tear "Own a Bit of America" coupons off Babbitt products.

After some pointed verbal sparring, the congressman complained that Mr. Lachner has no personal experience with soaps. The youngish looking Babbitt president promptly offered to bet $4 that he had washed more diapers than the congressman. "I am the father of four children and the grandfather of two," Mr. Lachman said proudly.

But he was soon less sure of himself. "I was one of eight children," the congressman snapped, "five of them younger than me."

TV Blackout Blacks Out

When a bill is before Congress, it generally pays to have the committee chairman on "your side." Anyway, that was certainly the case at the House judiciary committee last week, when a committee chaired by Rep. Emanuel Celler (D., N. Y.) heard testimony on legislation to let baseball teams black out tv sportcasts.

Rep. Celler is hostile to the idea for a variety of reasons. As a battle-scarred defender of anti-trust laws, he reacts coldly to anyone who seeks an anti-trust exemption. In the case of baseball, he suspects that somewhere behind the "blackout" plan is the intent of taking the games away from commercial tv, so that they can be offered on a pay-tv basis.

National Assn. of Broadcasters provided his committee with a survey by Dancer-Fitzgerald-Sample (for Falstaff Brewing Co.) which showed that the blackout of major league games within 75 miles of minor-league territory would hit 12,800,000 tv homes 100% of the time, and another 6,500,000 50% of the time.

For his part, Rep. Celler told Baseball Commissioner Ford Frick the problem could be solved if the major leagues allocated portions of their radio-tv receipts to the minors. He cut the hearings short and announced that his committee has no intention of acting this year. #

The St. Lawrence Seaway . . .

another **BLUE CHIP**

investment in

Bay City, Michigan

DEFOE SHIPBUILDING CO. LAUNCHES THE FIRST OF FOUR MISSILE DESTROYERS ON CONTRACT MADE POSSIBLE BY SEAWAY

Opening of the St. Lawrence Seaway has made Bay City, Michigan, a full-fledged Sea Port of the World with the general consensus it will be among the top beneficiaries of all ports served by the Seaway.

Well-located in the Midwest, this port has received its share of attention from firms who have made inquires and sent representatives to gain first-hand information about its facilities, its people, its schools and Bay City in general. Without exception, they have been favorably impressed.

The Defoe Shipbuilding Company of Bay City is currently working on a $68,000,000 contract to build four missile destroyers, the first of their kind to be built anywhere. Completion of the Seaway made possible the awarding of this contract to Defoe, thus making available to the defense effort of the nation the great boatbuilding "know-how" of this nationally famous firm. Additionally, over 1,600 job opportunities, lasting through 1961, have been created through the awarding of this contract—with the likelihood of more contracts to follow now that the Seaway makes possible the full potential use of Defoe's ability.

Yes, the Bay City market is solid, prosperous and growing. Worth a blue chip advertising program.

Your advertising covers the market through a single medium, The Bay City Times. It takes your message to 85% of the families in Bay County. Put the Bay City Times to work for you.

THE BAY CITY TIMES

NATIONAL REPRESENTATIVES: A. H. Kuch, 110 E. 42nd Street, New York 17, MUrray Hill 2-4760 • Sheldon B. Newman, 435 N. Michigan Ave., Chicago 11, SUperior 7-4680 • Brice McQuillin, 785 Market St., San Francisco 3, SUtter 1-3401 • William Shurtliff, 1612 Ford Bldg., Detroit 26, WOodward 1-0972.

A Booth Michigan Newspaper

Cuban Government Will Spend $1,500,000 to Promote Tourism

To promote tourism to Cuba, the Cuban government plans to launch a $1,500,000 advertising campaign in the U. S. this fall. The campaign, through Harris & Co., Miami, will be launched to coincide with the World Travel Congress of the American Society of Travel Agents, to be held in Havana Oct. 17-25.

The forthcoming drive was announced in New York by Carlos F. Almoina, executive director of the Cuban Tourist Institute in Havana, who reported that some $200,000,000 are being invested in a "crash development program" to improve tourist facilities. Bernard Relin & Associates, New York public relations counsel, is now representing the Cuban government and has registered as a foreign agent.

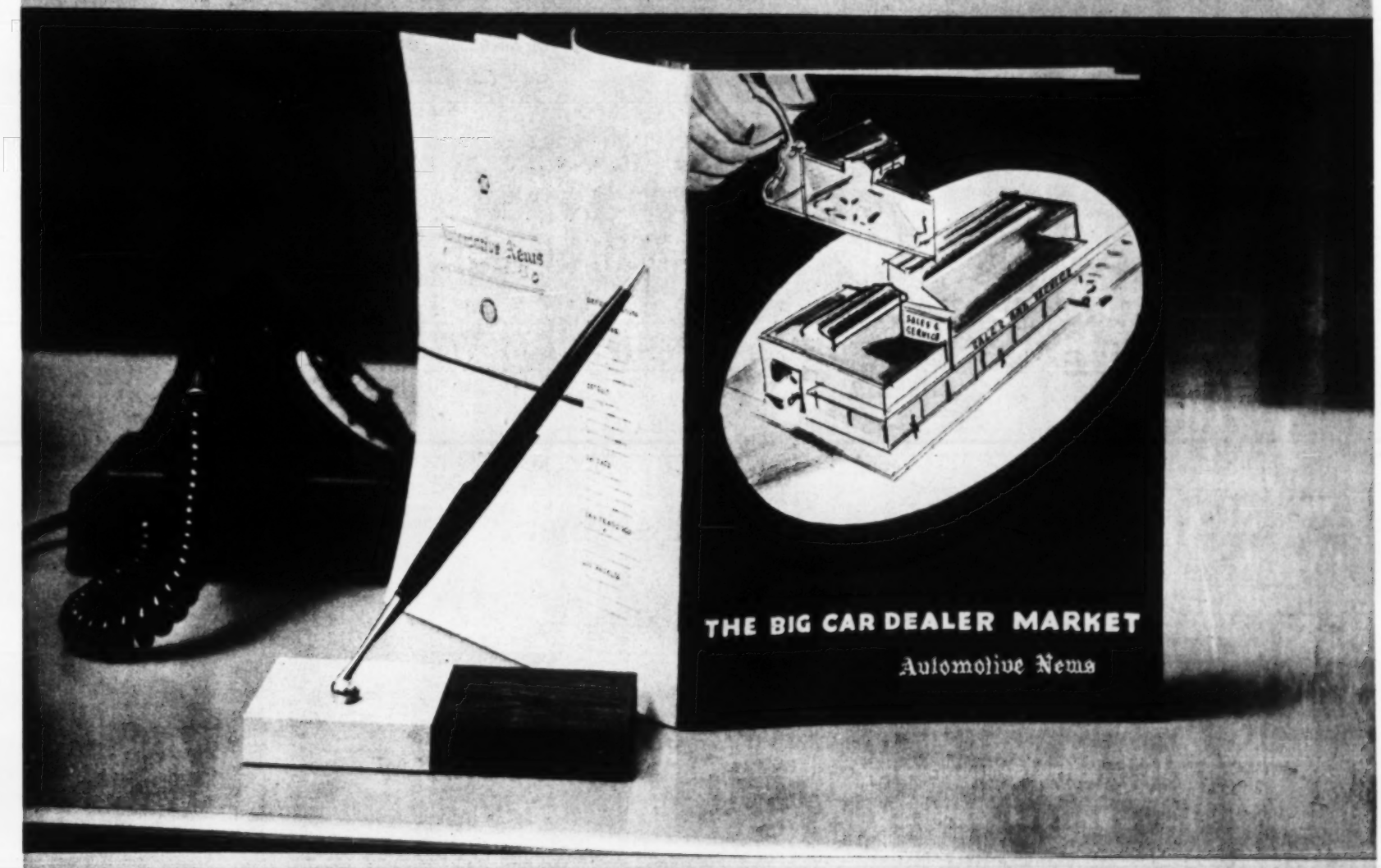
'Photography Workshop' Bows

Photography Workshop, a bimonthly magazine for professional photographers and advanced amateurs, will bow on newsstands in January. Ad rates, to be announced later, will be based on a newsstand circulation guarantee of 105,000 copies. Homer Guck, New York, is national ad representative.

Gold Moves to Mennen Co.

Jack Gold, formerly with J. Walter Thompson Co., has been appointed market research manager of Mennen Co., Morristown, N. J.

ADVERTISING IN *AUTOMOTIVE NEWS*
MEANS BUSINESS AS ANY ADVERTISING MAN
WHO KNOWS HIS BUSINESS WILL TELL YOU—
BECAUSE MEN WHO READ *AUTOMOTIVE NEWS*
MEAN BUSINESS ABP | ABC



Don't miss this new biannual marketing tool . . . '59 Car Dealer Market Survey

For the fourth time, starting in 1953, AUTOMOTIVE NEWS has questioned the nation's car dealers on what they buy . . . and where they buy it. Here are some of their answers that will affect you in the near future.

Service volume . . . up 10% across the board.
Dealers handling more than one make of car . . . up 400%.
Dollar volume of purchases from local jobbers . . . over $31,000,000.

Impressive figures? Certainly, and tremendously important to the hundreds of advertisers that use AUTOMOTIVE NEWS.

For twenty-seven thousand of the registered car dealers in the United States are all potential customers of yours and readers of AUTOMOTIVE NEWS*.

The 1959 Car Dealer Survey is the most complete analysis of this type ever attempted. The booklet—shown above—is the complete story in summary form. It is yours for the asking . . . write today. If you desire to see the complete analysis, your AUTOMOTIVE NEWS representative will be pleased to go over it with you.

Another interesting fact to those who sell to the automotive industry, is the overwhelming acceptance for AUTOMOTIVE NEWS expressed by this cross section of readers. It is typical of the reader acceptance found in every independent survey ever conducted by AUTOMOTIVE NEWS. Why not put the power of the Newspaper of the Industry behind your product today . . . it can make a big difference in your sales picture tomorrow.

*44,000 paid subscribers to AUTOMOTIVE NEWS, with 85% annual renewals at the regular $9 rate. No premiums, no cut rates, no inducements to renew except AUTOMOTIVE NEWS full coverage, and 4.32 certified readers for every issue.

NEW YORK: Edward Kruspak, Howard E. Bradley, MUrray Hill 7-6871.
CHICAGO: J. Goldstein, Bill Gallagher, STate 2-6273.
DETROIT: R. L. Webber, William R. Maas, Roy Holihan, WOodward 3-9520.
SAN FRANCISCO: Jules Thompson, DOuglas 2-8547.
LOS ANGELES: Robert E. Clark, HOllywood 3-4111.

Automotive News
Member ABC — ENGINEERING MANUFACTURING MERCHANDISING SERVICING — Member ABP

In Houston . . .

One Newspaper Has Dominated In Advertising For 46 Consecutive Years

THE HOUSTON CHRONICLE

IN GENERAL ADVERTISING

The Chronicle Leads
In 17 of the 22
Classifications*

IN RETAIL ADVERTISING

The Chronicle Leads
In 20 of the 24
Classifications*

IN CLASSIFIED ADVERTISING

The Chronicle Leads
In 26 of the 28
Classifications

THE CHRONICLE DOMINATES ALL 3 ADVERTISING CLASSIFICATIONS

MORE ADVERTISING FOR 46 CONSECUTIVE YEARS . . .

MORE RESULTS FOR 46 CONSECUTIVE YEARS!

*Source: Media Records report for first 6 months of 1959

THE HOUSTON CHRONICLE FINAL
Chronicle Best Buy in Houston!
OUR Red 'Lunik' Phony? House Probe Set

THE HOUSTON CHRONICLE

READ BY MORE HOUSTONIANS THAN ANY OTHER NEWSPAPER

THE BRANHAM COMPANY . . . National Representatives

Kerr Rider Weakens Outdoor Ad Rule by U.S.

(*Continued from Page* 1)
tion (AA, May 25).

As it passed the House late last week, the gasoline tax bill did not contain an outdoor ad rider. Late Friday the billboard provision was added by an 8-6 vote of the Senate public roads committee, on the initiative of Sen. Robert Kerr (D., Okla).

In floor debate Saturday, supporters of outdoor ad controls, led by Sen. Richard Neuberger (D., Ore.), complained that the Kerr amendment was cleared without hearings and in the face of an adverse report to the House public roads committee by the Department of Commerce.

Sen. Neuberger said that the bureau of public roads has not received complaints about existing regulations from a single state.

Sponsors of the rider claim it reflects the original intent of the Senate that no effort be made to enforce a federal standard banning outdoor boards along portions of highways which are in commercial or industrial zones.

■ As originally passed, the law specified that the billboard ban bonus agreements between the bureau of public roads and individual states could exempt commercial and industrial areas if states requested the exemption and the Secretary of Commerce agreed.

Sen. Kerr and his forces contended the change would make substantial savings for the federal government, because it would not have to pay the 0.5% bonus on highways in the commercial and industrial zones, which are often the most costly portion of a highway project.

In a roll call showdown, the Kerr proposal was approved 44 to 39. When the bill returned to the House today for further consideration, the Senate version, complete with Kerr amendment, was accepted unanimously and sent to the White House.

■ As passed by the Senate, the Kerr amendment included a major modification suggested by Sen. Norris Cotton (R., N. H.).

In its original form the amendment had specified that controls would not apply to any portion of highway which traverses an incorporated municipality.

After Sen. Cotton pointed out that virtually all of New England would be de-controlled, since so much of it is within incorporated municipalities of one kind or another, Sen. Kerr voluntarily inserted language specifying that the exemption applied only to portions in industrial or commercial zones within a municipality.

■ Sen. John Sherman Cooper (R., Ky.) termed the Kerr amendment a "radical change" in the billboard control law.

"The federal government has an interest in preventing advertising on interstate highways," he declared. "It pays 90% of the money for interstate road construction. Secondly, a municipality should not be able to place a burden of unsightly advertising on interstate travel. Again, signs and billboards affect the safety of persons who use the roads.

"The committee amendment takes all authority away from the federal government to protect roadsides within municipalities, of whatever size. It takes authority away from the states. It leaves such authority wholly to municipalities. It is a radical change." #

SIMPLE TEST FOR MEDIA SELECTION

Ask anyone,
anyone
you're trying to sell
in the aviation market
what publication he reads
and respects most.

Advertising in Aviation Week means aviation business–Aircraft–Missiles–Spacecraft–because men who read Aviation Week mean business.

Aviation Week Including Space Technology

A McGraw-Hill Publication
330 West 42nd Street · New York 36, New York

ABP ABC

TV Spec, Print Ads Introduce Sheaffer's PFM

(Continued from Page 3)

selection of desk sets. Highlight of the upcoming campaign will be an hour-long spectacular on (NBC-TV) Sunday, Dec. 6, in which Jimmy Durante, Jane Powell, Eddie Hodges and others will star.

On the advertising schedule are "not less than 18 national magazines," including *Ebony, Esquire, Life, National Geographic, The New Yorker, Newsweek, Reader's Digest, The Saturday Evening Post, Seventeen, Time, True, Vogue* and a group of youth market publications. Nearly all insertions will be in four colors, ranging in size from half pages to spreads.

Newspaper supplements will be used in 360 major markets. Full-page catalog type color ads will run in *Family Weekly, Parade, This Week Magazine* and the Sunday supplements of the *New York News, Chicago Tribune, Philadelphia Inquirer, Louisville Courier-Journal, Atlanta Journal-Constitution* and *Seattle Times*.

A weekly tv spot, for 13 weeks, will begin Sept. 19 over NBC in "Touchdown," a 15-minute sports show that will precede the NCAA football game of the week.

An extensive schedule of business paper advertising is backing up the consumer drive, plus a wide variety of point of sale material and other dealer aids.

■ "We anticipate a very important holiday season for quality writing instruments, and have budgeted our advertising and marketing programs accordingly," Mr. Buryan commented.

The new PFM pen comes in five models priced from $10 to $25 with matching pencils priced from $4.95 to $10. It has an inlaid point, which is molded into the gripping section rather than being mechanically attached. L. H. Black, exec vp of Sheaffer, said the new point "improves writing performance by providing both greater strength and more flexibility."

While retaining Sheaffer's Snorkel filling action, the new pen has an ink capacity more than 30% greater than previous models.

■ Last month Sheaffer held a three-day national sales meeting in Fort Madison, at which time Craig R. Sheaffer, chairman of the board, announced a 40% increase in overall production at Sheaffer plants since June 1, as preparation for the fall and Christmas campaigns.

"Despite some feeling in the industry to the contrary," he said, "the sales outlook for quality writing instruments is exceedingly bright, and the marketing programs we have begun will enable us to take a larger share than ever of the writing instrument market."

Mr. Sheaffer predicted that the U. S. writing instrument industry will turn out more than 600,000,000 fountain pens, mechanical pencils and ballpoints this year, the highest total in its history. Last year industry sources reported shipments of approximately 595,000,000 units, worth about $230,000,000. #

Pearson Shifts Account

Pearson Pharmacal Co., Miami, maker of Eye-Gene eye drops, Pearson-Sakrin sweetener and Ennds tablets, has appointed Hume, Smith, Mickleberry, Miami, to handle its national advertising, and Grant Advertising, Miami, to handle its international advertising. Donahue & Coe, New York, is the previous agency of record.

TAKEOFF—*Pacific Southwest Airlines brightens up its San Diego Plaza with this spectacular featuring a giant cutout of an Electra Jet, which it will put into service between San Francisco, Los Angeles and San Diego early in November. The 17¼x40' spectacular includes 300 lamps on the raceway; 31 lights in the interior of the plane; wing tip and tail illuminated with flashing lights and burner action in the jet chambers provided by a series of three 50-watt bulbs in each burner. Gross & Roberts, the airline's agency, designed the sign.*

Top Management Only Part of Buying Team in Metalworking, 'Iron Age' Study Shows

PHILADELPHIA, Sept. 10—Top management executives represent 28% of the metalworking industry's purchase-decision team.

But concentrating solely on this group means ignoring a majority of the buying-influence executives, according to a study of "Metalworking Executive Purchase Decision Patterns" and "Metalworking Executive Publication Readership" conducted for *Iron Age*, a Chilton publication, by National Analysts.

The study was completed in 1958 in consultation with the Advertising Research Foundation and has just been released.

Operating management executives, according to the study, make up the largest segment (32%) of metalworking's buying-specifying team. However, this accounts for only one out of three executives who buy or influence purchases of products used in metalworking.

■ Engineering executives are important in determining type of product and its specifications, but this accounts for only 19% of those who influence metalworking's purchases.

Purchasing executives often have the final say in selecting suppliers of equipment, parts and materials, according to the study, but they still represent a small part of the buying team.

The study points out that 82% to 87% of all executives who have a title of supervisor, foreman and up in the various metalworking industries take some part in the purchases of products used.

One of the more significant facts unearthed by *Iron Age* is that the average executive performs two executive functions, so that there is an overlap in his role in purchasing decisions. #

Lavenson Names Shaffran

Charles Shaffran has been appointed account executive at Lavenson Bureau of Advertising, Philadelphia. Mr. Shaffran has been with the agency since last October as assistant to the exec vp. He now will handle Soabar Co., Bradford Dyeing Assn. and Main Line Lumber accounts.

Anderson Transfers Wizowaty

Jerold Wizowaty has been transferred to the Houston office of Anderson, Clayton & Co. as executive assistant to the general management with emphasis on marketing. Mr. Wizowaty has been with the company in the foods division, Dallas, since 1956.

May Joins Williams

Mrs. Jeannette Duringer May has joined William R. Williams Inc., Chicago agency, as director of media and research. Mrs. May was formerly director of research of Roche, Rickerd & Cleary and was time buyer and director of media at U. S. Advertising Corp.

Super Speed Names Powell

Super Speed Printing Machinery Inc., Chicago, has appointed Powell, Schoenbrod & Hall, Chicago, as its agency. The agency currently is preparing a campaign in business and industrial publications which will be supplemented by direct mail.

Participation of purchase-decision executives by type of purchase

Type of Purchase	All Metalworking SIC Groups	Primary Metals SIC 33	Fabricated Metal Prod. SIC 34	Machinery (except elect.) SIC 35	Elect. Mach. and Equip. SIC 36	Transportation Equip. SIC 37
Capital Equipment	88%	93%	92%	88%	86%	80%
Components and Parts	77	76	78	81	81	77
Materials	67	70	78	71	72	61
Other Products and Services	62	74	69	62	67	60

How to Read: 88% of all metalworking purchase-decision executives take some part in purchase of capital equipment.

Distribution of metalworking purchase-decision executives
All Metalworking Plants with 20 or More Plant Workers

Basis	All Executives	Company Officials	Plant & Prod. Mgrs.	Supvrs., Foremen	Eng. & Tech. Executives	Purch. Executives	Sales Mgrs.	All Others
By Title	100%	22%	35%	8%	14%	15%	2%	5%
	All Functions	Top Mgmt.	Operating Mgmt.	Production Eng.	Des. & Dev. Tech.	Maint. Eng.	Purch.	Sales & Adv.	All Others
By Primary Function	100	28	32	9	6	4	13	2	4
By Multiple Function	100	33	52	21	19	16	28	9	21

How to Read: 33% of the purchase-decision executives in All Metalworking Plants with 20 or more plant workers have Top Management as one of their functions.

NOTE: Percentages adding across may not equal 100% because of independent rounding. Also multiple answers are reflected in last line of figures.

Note: All figures are based on results of metalworking buying influence studies conducted for The IRON AGE by National Analysts, Inc.

Glasspar Shifts Ad Stress for Its Boats to Magazines

SANTA ANA, CAL., Sept. 9—Striking to increase its share of the burgeoning recreational outboard boat market, the Glasspar Boat Co. will double its ad budget to $450,000 in 1960.

Glasspar, which claims to be the world's largest manufacturer of fiber glass boats, says that this type of boat accounts for 40% of total dollar sales, and that one of every five fiber glass boats sold is a Glasspar. A preliminary estimate of 1958 outboard boat sales shows a total of 316,000 units.

Some indication of the rapidity of growth of boat sales is furnished by Glasspar, which reports that sales for the first six months of 1959 have already exceeded the total for 1958. In terms of retail prices, 1959 sales are already in excess of $10,000,000.

The 1960 ad program will run almost entirely in magazines. The company has previously used newspapers, primarily so all dealers in an area could be listed. However, as business has expanded, the company has acquired close to 2,000 dealers, and the budget is not large enough to give adequate local newspaper support in all areas now covered.

■ The setting up of the magazine schedule was preceded by considerable research by Glasspar's agency, Carson/Roberts, Los Angeles. It takes into account such data as the fact that 80% of outboard boat sales are to first-time boat owners.

The ad schedule calls for an opening eight-page, color insert in the January *Popular Boating*. No other boating publications will be used "because most of their readers already have boats." Over the January-August, 1960, period, color inserts will appear on a schedule of three insertions in *True*, two insertions in *Argosy, Esquire* and *Sports Illustrated*, and one insertion in *Field & Stream, Life, Outdoor Life* and *Sports Afield*.

The opening eight-page insert will also run in two trade publications, *Boating Industry* and *Outboard Progress* in October, coincident with the opening boat show in Chicago. A continuing schedule will be carried in these two publications.

The copy platform will be based on research findings: "Don't spend a vacation . . . Keep it with Glasspar." Copy appeals are designed to reach men on an emotional level. This results from findings that boats are one of the few major purchases made by men alone. That is, the average boat purchaser is a man who made the decision to buy not more than a week previous, and is accompanied by his son or another man.

■ Appeals are intended to enable the purchaser to justify his action by showing it as something the whole family can enjoy, and projecting ideal situations suggesting travel, fun, adventure, and social status.

A typical piece of copy suggests: "Use this year's vacation budget for a healthy down payment. Then have a vacation every weekend . . ." This thinking is based on surveys showing that 65.5% of all families with an income of $5,000 or over take vacation trips, with 34.8% taking two or more. The average vacation trip lasts 10.3 days; half the trips are taken in June-July-August, which is the boating season; 76% of all families in the $7,000 to $10,000 income category plan their next vacation at the end of the last one taken.

The objective will be to sell the idea the cost of a boat can be amortized over two or three vacations, with an equity remaining, and the cost of a single vacation is enough money for the down payment on the most expensive Glasspar . . . and the boat can be used all through the year. #

ENJOYMENT—*Glasspar Boat Co., Santa Ana, Cal., will push boating as a vacation activity next year with ads recommending that vacation money be used as down payment on a boat. This ad is offered for dealer use.*

TV Information Office Narrows Candidate Field

Leading candidates for the post of director of the new Television Information Office, new NAB-backed tv public relations organization, are Theodore F. Koop, director of news and public affairs in the Washington office of the CBS news department, and Louis Hausman, vp in charge of advertising and promotion of CBS Radio. The $40,000-a-year executive is expected to be chosen some time next week so TIO can get under way by Oct. 1. TIO, which will operate at 666 Fifth Ave., is an association set up to provide research and informational services to the industry and the public.

Boden Forms London Company

Eric Boden, head of Schwerin Research in Britain for the past four and one-half years, has resigned to organize his own business in London as a consultant on radio-tv and cinema advertising. He will be succeeded by Anthony J. Hemming, who was recently named managing director of Schwerin's British company. Mr. Boden was an advertising researcher in California for 10 years before joining Schwerin.

Wausau Paper Names Monk

Wausau Paper Mills Co., Brokaw, Wis., has appointed Howard H. Monk & Associates, Rockford, Ill., to handle its advertising. Waldie & Briggs, Chicago, is the previous agency of record.

EDWARD H. CALHOUN, *vp of Cunningham & Walsh, New York, has been appointed senior vp and director of marketing services. He succeeds John Childs, who has joined Texaco Inc. as advertising manager (AA, Aug. 3). Mr. Calhoun joined C&W in 1956.*

Want to know more about The Billboard's dealers? How they sell $200 millions worth of equipment a year? What they handle — phonographs, radios, tape recorders, components? What lines? What models? In what price ranges? Their future buying plans? These and other valuable market facts are all in the *new* 1959 Phono-Record Dealer Survey conducted under the supervision of the New York University School of Retailing. For your copy, call or write, *Market Analysis Division, The Billboard, 1564 Broadway, New York 36, N. Y.*

Say Macy's Buyers

GERALD LEVY
Buyer of Hi-Fi, Stereo and TV
and
JOHN REEVES
Buyer of Phonographs & Records

"As an integral part of the successful operation of the Phonograph and Record Department at Macy's we read The Billboard every week. The complete and accurate information we get from its editorial and advertising content, concerning new products, trends and sales of stereo, high fidelity, portable phonographs and records is...

most helpful in our buying decisions"

Advertising in The Billboard means phonograph business—as any advertising man who knows his business can tell you—because men who read The Billboard mean business

THE BILLBOARD PUBLISHING COMPANY. NEW YORK, WASHINGTON, CINCINNATI, CHICAGO, ST. LOUIS AND HOLLYWOOD
PUBLISHERS OF: THE BILLBOARD • VEND • FUNSPOT • HIGH FIDELITY

Petry Recommends Saturday (and Radio) for Car Advertising

NEW YORK, Sept. 9—In many markets, Saturday is the best day to bombard the prospective new car buyer with advertising.

This is the inference one gets from a 29-market survey of automobile shopping habits made by Edward Petry & Co., radio-tv station representative. The findings were based on personal interviews with car dealers in the cities where Petry represents a radio station.

The study indicated which hours of each day as well as which days of the week were most favorable for new car sales. The results varied from market to market, but Saturday was singled out as the best day for car sales by the majority of dealers in most of the cities covered.

■ Ben H. Holmes, vp in charge of radio at Petry, said the study will help automobile manufacturers pinpoint their targets. He added: "Spot radio with its unique flexibility has always allowed an automobile advertiser to hit his audience, no matter where it is, whenever he wants—on a market by market basis. This study tells him when."

And radio, Mr. Holmes suggested, can even catch the driver of an old car while he is on the road, on the way to the dealer. #

DCS&S Names Levin, Brown

Sara Brown, formerly with Ayerst Laboratories, has joined the professional drug division of Doherty, Clifford, Steers & Shenfield, New York, as a copywriter. DCS&S also has appointed Marshall Levin copy chief of the division.

Bernaky Joins LesStrang

Thomas F. Bernaky has joined LesStrang Associates, Ann Arbor, as a copywriter. Mr. Bernaky was formerly with McCann-Erickson.

DELCO—*United Motors Service division of General Motors will run these two half-page color ads along with five others in the Sept. 21 issue of Life, to promote Delco batteries. Each of the other five ads in the series will feature other General Motors cars. Campbell-Ewald, Detroit, is the agency.*

Phelps Joins Fessel, Siegfriedt

David L. Phelps has joined Fessel, Siegfriedt, Dooley & Moeller, Louisville, as an account executive. Mr. Phelps was formerly sales training director of the Ice Cream Merchandising Institute, Washington. The agency was recently formed with the merger of Fessel-Siegfriedt and Dooley & Moeller.

Four A's Elects Lynch & Hart

Lynch & Hart Advertising Co., St. Louis, has been elected to membership in the American Assn. of Advertising Agencies.

UMS Sets 7 Delco Ads in Single 'Life' Issue

DETROIT, Sept. 9—An unprecedented seven half-page color ads in *Life* Sept. 21 will launch the fall campaign of United Motors Service division of General Motors, on behalf of Delco batteries.

The ads will be spotted throughout the issue. All but one deal with the installation of Delco's dry charge batteries as original equipment for GM autos.

As a tie-in, United Motors is doing a large scale direct mail campaign among dealers and distributors in what it terms the most concentrated ad effort ever devoted to a piece of automotive equipment. Approximately 250,000 pieces have been mailed, many of them in the form of a seven-picture folder that can be extended to make a showroom poster.

■ Delco batteries are personified in the advertising by the small-boy character, Freshie, created by cartoonist William Steig for Campbell-Ewald, the Delco agency.

Clyde Bennett, account supervisor, gave Campbell-Ewald art supervisor Al Schroder credit for the Freshie idea. Mr. Schroder in turn credits the idea to watching his small son through an active afternoon one weekend.

■ He presented the idea of a small boy's energy being comparable to the energy of an electric storage battery, and the campaign grew from there. Twenty roughs were produced, and one selected by the client was used by Mr. Steig, who handled it in the style of his "Small Fry" cartoons. #

nothing sews up sales like

AWHERENESS

...and nothing builds AWHERENESS like the Yellow Pages

Sewing Machines to Screens . . . Dressmakers to Diamonds . . . whatever, wherever, however you sell, sew-up bigger sales by adding AWHERENESS to your advertising plan. It's easy when you use the Yellow Pages — the shopping guide that tells your prospects *where* to buy what you sell.

For a manufacturer of brand-name products, the Yellow Pages Trade Mark Service makes prospects aware of his local outlets. For local businessmen, Yellow Pages advertising tells the community of the products and the services they offer.

Ask the Yellow Pages man to pattern an AWHERENESS sales program to fit your needs. Call your Bell telephone business office today.

YELLOW PAGES

The advertising medium that tells people where to find your local outlets!

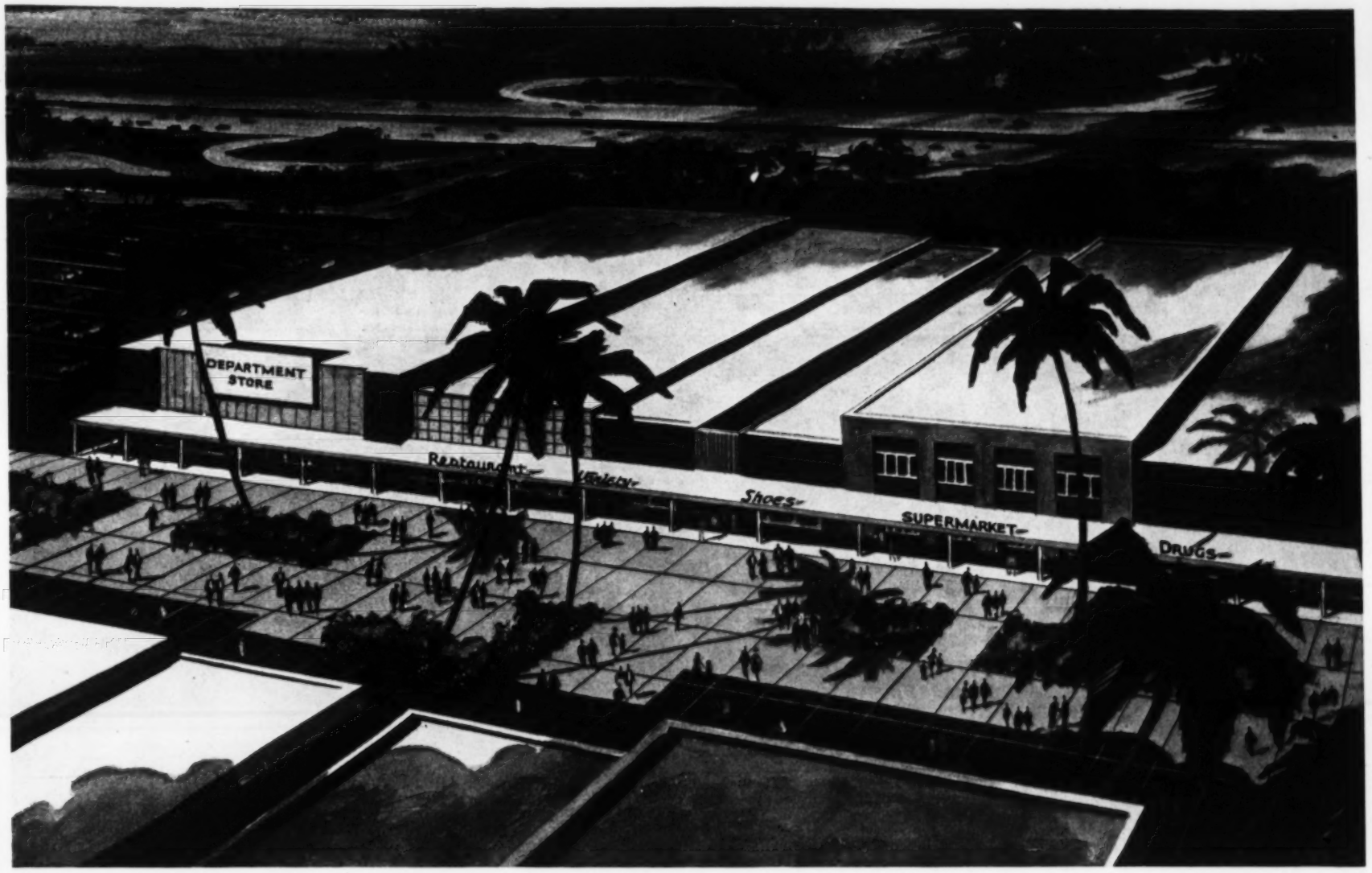
WHO makes this deviled noodle dinner?

YOU AND MUELLER'S

Nobody makes Noodles like Mueller's (It's the extra eggs!)

HELPER—*Theme of a new campaign is that C. F. Mueller Co. cooperates with "you," the housewife, to turn out delicious meals with noodles, macaroni and spaghetti. The campaign begins Sept. 20 in newspapers and Sunday supplements. Doherty, Clifford, Steers & Shenfield, New York, is the agency.*

If you want chain store business, Chain Store Age magazines are your media, for they are the only chain store magazines edited for chain stores only. And you get results fast if you talk business in *their* businesspapers.



Advertising in Chain Store Age magazines means "chain store" business—as any advertising man who knows his business can tell you—because men who read Chain Store Age magazines mean business

CHAIN STORE AGE MAGAZINES:

Drug Store Editions • Executive Editions Combination • Variety Store Editions

Restaurant-Fountain Editions • Supermarket-Grocery Editions

2 Park Avenue, New York 16, N. Y.

ALL ABC-AUDITED, BOUGHT-AND-PAID-FOR ABP PAPERS

Kellett Voted K-C President

William R. Kellett, formerly exec vp of Kimberly-Clark Corp., Neenah, Wis., has been elected president of the corporation, succeeding John R. Kimberly, who continues as board chairman. The new exec vp is G. Kenneth Crowell, who has been vp and secretary. Lewis E. Phenner and Andrew G. Sharp have been elected senior vps. William J. French has been elected consumer products sales vp, and William W. Cross has been elected industrial products sales vp.

Richman Bros. Expanding

Richman Bros. Co., Cleveland manufacturer and retailer of men's clothing, has nearly doubled the number of its retail outlets with the acquisition of 91 stores of Stein Stores Inc. in the South and Southwest. Prior to the acquisition, which has yet to be approved by Richman's stockholders, Richman operated 118 stores from coast to coast throughout the North, producing sales of about $35,000,000. Lang, Fisher & Stashower, Cleveland, handles Richman.

Link-Belt Promotes Two

Charles W. Beauchamp, since 1948 an assistant sales manager of Link-Belt Co.'s Ewart plant, Indianapolis, has been appointed marketing manager of the plant. Kendrick M. Hickman, an assistant sales manager at Ewart since 1952, has been appointed sales manager. These appointments follow on the retirement of Forest H. Spencer, sales manager at Ewart since 1948, who had been with the company 40 years.

FCC OKs Pomona Station

The Federal Communications Commission has authorized a 250 watt am radio station for Intrastate Broadcasters for Pomona, Cal. Target date for operation is Dec. 1.

Recora Names jd culea

Recora Co., St. Charles, Ill., has appointed jd culea-Advertising, La Grange, Ill., to handle advertising for its Switchmat units for use on automatic door openers.

News Is Radio's Most Saleable Product: Teter

HOUSTON, Sept. 8—A veteran sales representative, Robert H. Teter, urged news broadcasters to make the most of their radio newscasts as their stations' most saleable merchandise.

Mr. Teter is vp and director of radio of Peters, Griffin, Woodward, of New York. A former radio broadcaster, Mr. Teter addressed the annual convention of the Texas Associated Press Broadcasters Assn.

"We in sales talk and preach news as basic to good program operations and as a valuable and saleable piece of merchandise on our shelves," Mr. Teter told the newscasters.

"I would like to stress the importance of local, live news gathering, because in my opinion this presents the most effective means of implanting [in the public] the habit of tuning first to radio for the latest happenings in every community."

■ Mr. Teter urged the newscasters to make the most of "live" and on-the-spot reports of events; to use their imaginations to dramatize those many news events which offer opportunities—from severe weather warnings or eyewitness reports of major accidents and crimes to political controversies on all levels and elections.

"Just as radio sells best by creating the illusion of person-to-person contact," Mr. Teter said, "radio news communicates best when it tells the story in terms of how it affects people, how it affects you."

■ The president of Sigma Delta Chi, national journalistic fraternity, admonished the newscasters, "We don't kid anyone when we play up a $3 liquor store hijacking just because we happened to cover it."

The speaker, James Byron, is news director of WBAP-TV, Fort Worth. He was speaking in behalf of good, solid reporting which, he said, many stations have, but a great many stations need.

Radio and television editorials are on the increase, Mr. Byron reported. He said there is a great need for more of them, as a result of the attention given news by more and more listeners and viewers.

■ The newscasters elected Chuck Martin, of KAML, Kenedy and Karnes, Tex., president. Formerly vp, he succeeds John Smith, of KTRH, Houston.

Elected vps: Bill Stinson, KORC, Mineral Wells; A. W. Stewart, KLEN, Killeen; Ken Duke, KDDD, Dumas, and John Butner, KCLH, Claburne. John Wilson, KONO-TV, was elected secretary-treasurer. The newscasters chose Mineral Wells for the 1960 convention. #

API Names Schlachta, Rosenbaum to Promotion Posts

Rudolph Schlachta has joined Advertising Publications Inc. as sales promotion manager for ADVERTISING AGE and *Industrial Marketing*. Mr. Schlachta formerly was advertising and sales promotion manager of General Binding Corp. for nine years and earlier had been an assistant editor of *Building Supply News*.

API also has named Esther Rosenbaum assistant promotion manager. Miss Rosenbaum, formerly with the *New York Journal of Commerce* and National Broadcasting Co.'s international division, has been with API since 1957.

Henson Joins Divco as A. M.

Richard Henson has been appointed advertising manager of the Divco truck division of Divco-Wayne Corp., Detroit, manufacturer of multi-stop route vehicles for the dairy, bakery and other industries. He formerly was vp and secretary of Brewer Associates, Dearborn, Mich., agency.

Davidson Joins Knipschild

William B. Davidson has been named creative director of Knipschild-Robinson, Chicago sales promotion and merchandising company. Mr. Davidson formerly was general manager and creative director of the sales promotion and training division of Kling Studios, Chicago.

for QUALITY

The big one alone is not enough. You need a combination—the *right* combination. In Louisiana, Baton Rouge is second in size, *first* in *quality*, Baton Rouge and Louisiana buying are natural go-togethers . . . like Croesus and money . . . quality and sales. Buy two in Louisiana; make sure one is 2 in Baton Rouge.

BUY 2 in BATON ROUGE LOUISIANA

NBC ABC

WBRZ 2 Channel

BATON ROUGE, LOUISIANA

TOWER 1001 FT. POWER 100,000 WATTS

REPRESENTED BY HOLLINGBERY

QUALITY INDEX*
(Metropolitan Area)

102 RICH BATON ROUGE

95 Shreveport

94 New Orleans

*Quality Index Source: SM Survey 1959 p. 372

No matter what "other" buyers you have to cultivate in the Chemical Process Industries . . . your first, most important advertising job is to SELL MANAGEMENT. Nowhere else can you do this more effectively than in CHEMICAL WEEK . . . read, preferred and subscribed to independently by more management men than any other CPI magazine.

Advertising in Chemical Week means chemical process business as any advertising man who knows his business can tell you—because men who read Chemical Week mean business.

Chemical Week

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP BUSINESS PAPERS LEADERSHIP

ABC

TASTE TREAT—*Best Foods division's Corn Products Co. (Karo and Skippy Peanut Butter) and Kellogg Co. (Cocoa Krispies) will run this 3-way tie-in ad in the Oct. 19 issue of Life to introduce a new confection, Cocoa Peanut Squares. Guild, Bascom & Bonfigli, New York, is the agency for Skippy; Lennen & Newell handles Karo, and Leo Burnett is the Kellogg agency.*

Norge Boosts Dryer Warranty

Norge division of Borg-Warner Corp., Chicago, has extended the warranty on its automatic clothes dryers from one to five years. The new warranty will be effective on 1960 gas and electric models, and applies to all parts except the motor. Norge said the five-year period is a new high for the appliance industry.

Bruce Dutton Joins Chilton

Bruce Dutton, formerly vp of Haywood Service Corp., a subsidiary of Haywood Publishing Co., Chicago, has joined Chilton Co., Philadelphia, Sept. 1, as business manager of *Product Design & Development*, a new position. Franklin H. Johnson Jr., general manager, has resigned to enter another business, but his plans have not been announced.

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Y&R Promotes Two

Young & Rubicam, New York, has promoted Grace Lurton, a copywriter, to a copy supervisor. Roscoe W. Sturges Jr., who joined Y&R in 1951 as an account executive, has been named a vp and account supervisor.

MEMPHIS
...MORE PEOPLE
...MORE MONEY
...MORE SALES!

CONSUMER SPENDABLE INCOME—Now more than one billion dollars in Memphis Metro Area — $2,958,216,840 in the 76-County Mid-South Market.

POPULATION —ABC City Zone up to 534,806. Shelby County (Memphis Metro Area) now 578,500. Total 76-County Memphis Market now over 2,600,000.

RETAIL SALES—Three quarters of a billion dollars in Memphis Metro Area — over two billion in 76-County Market Area.

SPENDABLE INCOME PER HOUSEHOLD —$6,358 for Metro Area—ranks ahead of Birmingham, Fort Worth, New Orleans, Louisville and San Antonio in the South.

Source: Standard Rate & Data Service 5-15-59

THE COMMERCIAL APPEAL
MEMPHIS
PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

'Limbo' Awaits Un-Individualized Media: Rankin

'This Week' VP Warns Consumer 'Bombardments' May Cancel Each Other

GRAND RAPIDS, Sept. 11—To do an effective job of selling the consumer, advertising and media must abandon mass appeal and, instead, concentrate on the person-to-person approach, W. Parkman Rankin, vp of *This Week Magazine*, said today.

In a talk before ad and retail executives here, Mr. Rankin described the job of reaching a vast audience on a personal level as "the most critical problem facing any of us in the communications field today.

"If this sounds oversimplified," he said, "remember that right now, at this very minute, consumers everywhere are being literally bombarded with appeals for their time and money.

"Creating audience response is becoming more and more difficult, and appeals to the consumer are now so numerous that they tend to envelope him, almost automatically, in a cloud of doubt and suspicion—and end by canceling each other out.

"More important, and certainly more defeating for the advertiser, is the fact that so many of these urgings to buy this or buy that reveal so little regard for who will read them and what these people are like."

■ Citing advertising's failure to get through to the consumer on a personal level, Mr. Rankin scored its "seemingly endless delight in spectaculars." He warned that too frequent use of spectaculars might cause the "overwhelmed and powerless" individual to stop listening altogether.

"The inability to talk to people, clearly and believably, in a way that makes them respond, is the danger that all of us in mass communications must guard against constantly. If we don't, we may become so thoroughly a 'mass medium' that we will end by speaking to the 'masses' only, and not to the individual.

"When that happens, any hope of getting through to the consumer is totally lost."

■ Mr. Rankin said the problem of personal communication exists at the local level, too.

"The widening perimeter of sales and distribution areas—the so-called 'market mushrooming' of the past decade—means that advertising must reach farther and farther outside the original community. When this happens, retail advertising is in obvious danger of losing its community appeal," Mr. Rankin said.

On national media, Mr. Rankin warned of the "threat of remoteness.

"Despite their size, national media must also strive for individual contact. Any network or publication which ignores, for even a moment, the highly individual interests of its audience is headed for media limbo," he concluded. "And there it will stay, to become just one more tree that can't be seen for the forest. And, unfortunately, the forest of unseen, unheard, not-listened-to media is already jam-packed." #

Dunaway Joins Grey

Jim Dunaway, formerly with Leo Burnett Co., Chicago, has joined the copy staff of Grey Advertising Agency, New York.

Beckman Taylor Caddo

LAMB AT SCHOOL—*Personnel of Taylor-Chalmers Advertising, Michigan City, Ind., look over entries in a contest sponsored by the agency among sales and advertising people to name a lamb used in a fall back-to-school promotion for Lamb Knit Goods Co.'s sweaters. Agency personnel shown are Kathryn C. Beckman, Lyman C. Taylor and Ronald A. Caddo. The contest ended Sept. 6. The prize? The lamb, of course.*

Tops: Borg-Warner's Roster of 19 . . .

Some Clients Keep Agency Stables, but 'Our Agency' Isn't Obsolete Term

AA Survey Reveals 'Spreading Account' Is Not Universal Practice

CHICAGO, Sept. 9—While there is a pronounced trend to multiple agencies among major national advertisers, more of them than the casual observer might think still have only one agency.

In a study made by ADVERTISING AGE of 223 top national advertisers—and the 283 individual agencies which service these accounts—the largest single bloc of advertisers (70) have only one agency. Advertisers in the second largest bloc (52) have two agencies apiece.

The same number of advertisers (26) have three agencies each as have between six and ten agencies.

Large collections of agencies are reasonably rare. Ten advertisers have ten or more agencies; four advertisers in the group had more than 15.

The study was based on the April edition of "Standard Advertising Register" and does not take into account agency changes and appointments since that time.

■ Considering that the listing of advertisers and agencies includes a large number of Canadian and export agencies, it is fairly clear that the tendency of advertisers to "spread the account around" is somewhat less widespread than is often supposed. It is also true that a number of accounts do not report Canadian and export assignments in the register in the same way, so that the figures are not completely comparable.

■ The top agency employer—in terms of numbers—was Borg-Warner Corp., which lists 19 agencies. Others with large agency retinues were American Home Products (17), General Electric Co. (17) and General Motors (16).

Where GE has 16, Westinghouse has four. Procter & Gamble has nine, while Lever Bros. has 11 and Colgate-Palmolive eight.

Also among the advertisers with large agency lists are: American Machine & Foundry Co. (10), Borden Co. (8), Chrysler Corp. (9), Seagram (10), General Foods (10), Gillette (8), Johnson & Johnson (11), National Dairy (9), Olin-Mathieson Chemical (8), Quaker Oats (10), Schenley (10), Sperry Rand Corp. (11), Standard Brands (10), Sterling Drug (10), and Union Carbide (8).

The 223 advertisers were taken from a list of 200 top advertisers in PIB-measured media, plus the top 100 spenders in newspapers. As a group they account for 96.1% of network television spending, 76.5% of expenditures in newspaper supplements, 55.3% of national magazine expenditures, and 44% of newspaper expenditures. Their proportionate expenditures in other media go like this: 11.3% of business paper expenditures, 41.3% of farm papers, 54.2% of outdoor, 48.7% of spot tv.

■ Among the largest of the one-agency advertisers were American Airlines, Hazel Bishop, Bulova Watch, Capital Airlines, Coca-Cola Co., Continental Baking Co., General Tire & Rubber, Glenmore Distillers, Hallmark Cards, Hunt Foods, Liebmann Breweries, Pepsi-Cola Co., R. J. Reynolds Tobacco, Seven-Up Co., Shell Oil Co., and Sunshine Biscuits. #

PRE-CUT—*This b&w page for Main Line Homes, Wayne, Pa., will appear in the Middle Atlantic states edition of the Sept. 15 Look. The ad will be followed by other ads in Look and other consumer publications if this test is successful. Newspaper ads back the campaign. Lavenson Bureau of Advertising, Philadelphia, is the agency.*

Only FACTORY in all the businesspaper world is published exclusively to give *management* help in production and maintenance to the men who run manufacturing plants . . . the men who plan, equip, operate and maintain these plants. They read FACTORY because it is their only source of job help in the area of vital plant management techniques like cost control, work simplification, preventive maintenance, work sampling, budgeting, and dozens of others that they need to manage production and maintenance operations efficiently. These same men are influential in buying almost anything that goes into the plant . . . from paint to production machinery, from steam boilers to packaging materials. Why? Because their responsibility is to improve the product, to speed up production, to CUT COSTS. The payoff for you is that FACTORY builds for you a high level of interest in ideas and equipment that plant men need to run their plants better. AND ISN'T THAT WHAT YOUR PRODUCT WILL DO FOR THESE SAME MEN?

Advertising in *FACTORY* means manufacturing industries business—as any advertising man who knows his business will tell you—because men who read *FACTORY* mean business

ABP | ABC

FACTORY, a McGraw-Hill Publication • 330 W. 42nd Street • New York 36, New York

Frank Eschews Jingles; TV Ads Are Paris Goal

Head of Doner, Chicago, Has Piano in Office, Is One of Own Creative Staff

CHICAGO, Sept. 11—According to hallowed tradition, when a composer or a poet goes to Paris it is to find inspiration for his art.

But when Marvin Frank, president of W. B. Doner & Co.'s Chicago operation, heads for the French capital in a week or so, it will be for a slightly less exalted purpose—making tv commercials.

Although Mr. Frank can claim some standing as a composer and poet—in addition to heading his agency he is a key member of its creative forces—it is with his agency president's hat on that he will work with Andre Pierre Albert Sarrut on tv ads for Wisco 99 gasoline, Z. Frank Chevrolet, Tavern Pale beer and Holsum bread.

Mr. Frank is one of a triumvirate which operates Telefrance, a subsidiary of Fred A. Niles Productions, Chicago. Telefrance handles U. S. sales of M. Sarrut's filmed ads.

Mr. Frank was also a collaborator (sound track) of M. Sarrut in making the Z. Frank commercial which won top honors in its category at the Cannes film festival (AA, June 22).

■ Mr. Frank, a longtime enthusiast for radio as the best selling medium for a wide variety of products, is a composer of jingles and a writer of jingle lyrics (his radio commercial for the William A. Lewis women's clothing stores, in Chicago, won the agency one of its two awards from the Chicago Federated Advertising Club last year).

The jingle-writing agency head keeps a 78-key piano in his office so he can whomp up a commercial on short notice if the need arises; frequently it does.

Much of the agency's reputation has been built on its use of radio, and about half of its approximately $3,000,000 billing is in the medium. (The constellation of financially interconnected Doner shops in Detroit, Chicago, Milwaukee, Philadelphia and Baltimore billed about $20,000,000 in '58.)

Mr. Frank can recite the virtues of radio at the drop of a hat. "It does some things [illegible], some things better," he says.

■ "If you want package identification, you use outdoor," he says. "If you've got news, use a newspaper. If you want to demonstrate, use tv.

"But for continuity, for constant exposure while the consumer is vulnerable to your message, it's radio.

"In the old days people used to listen to radio, but they didn't hear it," says Mr. Frank. "The radio show was a big thing, but the commercials played second fiddle. Now people really hear radio, and they keep on hearing it, whatever else they're doing."

■ Mr. Frank has been playing the piano—by ear—as long as he can remember. As a child he took piano lessons, but he didn't practice. When lesson time came he fooled his teacher by imitating by ear whatever she played, while merely pretending to read the score.

In the course of his radio jingle career Mr. Frank has developed a few rules for the would-be jingleur:

VIRTUOSO—*Affable Marvin Frank at the keyboard of the truncated piano in his office. Other office features include two shoe polishing machines (both gifts).*

• Every commercial should have a "memory line" and this line should contain the product name.

• You can use harmony throughout the commercial except in the product name; here the singers should be in unison. ("Harmony can kill a word.")

• Original tunes or such familar themes as the Big Ben chimes or "Chopsticks" (both of which he has used) make better commercials than popular music; popular tunes, he feels, have their own identity and tend to distract the listener's attention from the message.

■ How do the other creative folk at the Doner shop feel about the boss being one of their number?

"It's an asset for an executive to be able to do creative work," says Mr. Frank. "It's disheartening for a writer to have his work turned down by a person who doesn't really understand what he's trying to do.

"There's a lot of back-and-forth development of ideas at our creative conferences—one guy sparks another." #

Lawrence Promotes Ross

John T. Ross, formerly exec vp of Robert Lawrence Productions (Canada), Toronto, tv film producer and distributor, has been promoted to president, effective Oct. 6 when the company moves into new quarters. Robert Lawrence, president of the New York company of the same name, also had served as president of the Canadian company.

THEODORE R. JONES, *formerly assistant advertising and sales promotion manager of Arvin Industries, Columbus, Ind., maker of mufflers and exhaust systems, has been promoted to ad manager of the company.*

'Life' Gatefold Sparks $1,000,000 Proctor Campaign

PHILADELPHIA, Sept. 9—Proctor Electric Co. has contracted for what it says is the largest single electric ad ever to run in *Life*. The ad, a four-color three-page cover gatefold, will run in the Nov. 30 issue for the company's Mary Proctor line of small appliances.

The Proctor *Life* ad, estimated to cost about $150,000, is part of a $1,000,000 campaign scheduled in the last six months of 1959. Proctor also will use saturation spot television in 38 markets in the U.S. and Canada, an addition of 10 markets over last year. In addition, the company has allocated more funds for co-op advertising with department stores and electrical appliance dealers.

To support its retail outlets, Proctor will take large space in more than 500 newspapers. A four-color page in the Oct. 15 *Bride's Magazine* will begin the Christmas drive, followed by Proctor's participation in the Live Better Electrically section in the Nov. 18 *Saturday Evening Post*.

Copy theme of the *Life* ad will be "Proctor has the gift to make a woman happy." Names of 450 retailers who carry the full line will be listed in the ad. *Life's* split-run editions will be used to list 150 dealers in the East, Midwest and West.

William Y. E. Rambo, Proctor ad manager, told ADVERTISING AGE that this drive marks the first time in five years the company has scheduled an all-out drive in all media.

Weiss & Geller is the agency. #

Davis Snow Joins Ellington as VP and PR Head

Davis W. Snow, formerly president of his own public relations company, has joined Ellington & Co., New York, as vp and director of its public relations department. His staff, Joyce Lambert and Robert Gray, account executives, and Gladys Hamill, secretary, also have joined the agency.

Also transferring to Ellington are Mr. Snow's accounts, which include the National Assn. of Homebuilders, ACTION Inc., and Marshall Erdman Associates.

Crawltrak to Katsif-George

Crawltrak Inc., St. Louis toy manufacturer, has named Katsif-George-Wemhoener Advertising Co., St. Louis, to handle all advertising and publicity.

'Music to Shave By' Recording Is Featured in Remington Ad in 'Look'

Technique Reportedly Has Been Used Before, But Not in Major Book

NEW YORK, Sept. 8—Remington will run a hi-fi recording page and color spread costing close to $500,000 in the Dec. 8 issue of *Look* and will support it with another $500,000 merchandising expenditure as the keystone of a pre-Christmas campaign for the Remington Roll-A-Matic shaver.

The advertiser's entire budget for the second half of 1959 is $5,000,000, according to the advertising manager, Robert Clarke Jr. He said the hi-fi promotion is "the boldest and most costly advertising innovation in magazine publishing history."

■ The *Look* page, on sale Nov. 24, is reported to represent the first time an advertiser has added sound to print in a major national magazine. Several smaller publications have been using records as ads for some time now. In fact, Young & Rubicam, the Remington agency, first started exploring the possibilities of record pages in a major publication after becoming intrigued with the French magazine *Sonorama*, which has recordings as well as text.

Titled "Music to Shave By," the recording features Bing Crosby, Louis Armstrong, Rosemary Clooney and the Hi-Lo's, with Bing Crosby doubling as master of ceremonies as well as one of the vocalists. Mr. Crosby and Miss Clooney were recorded in the same studios, but the others were recorded separately and then combined to make one record.

■ The *Look* record page will be followed up with a four-color Bing Crosby spread in *The Saturday Evening Post* Dec. 8 and a four-color Rosemary Clooney page in *This Week Magazine* Dec. 6. The Hi-Lo's will appear in a color page in *Life* Dec. 14 and First Three Markets Group Dec. 13. These will all be regular print pages.

Remington also will run five commercials on "Gunsmoke" and a coordinated point of sale program which will offer free records to consumers at the point of sale. Direct mail promotion to Remington distributors is going out this week, and retailers will receive their material about mid-October.

Business paper advertising, consisting of two-color spreads, will run between Oct. 1 and Oct. 15 in *Chain Store Age, Drug Topics, Electrical Merchandising, Home Furnishings Daily, Jewelers' Circular-Keystone, National Jeweler, Tobacco Jobber* and *Tobacco Leaf*.

The follow-up advertising will invite readers and viewers to visit their Remington dealers for a coupon which can be returned to Remington for a free copy of the recording.

■ *Look* has been experimenting with recording pages since January, 1954. The Remington insertion is slightly more than 6" square, with the circular grooved portion in black and the rest in black and red. The reverse side of the grooved portion contains selling copy on the Roll-A-Matic, as does the four-color spread surrounding the record page. #

Morton, Kaiser, Genesee Join in Popcorn Week Push

CHICAGO, Sept. 9—Popcorn time is here again.

The Popcorn Institute will coordinate an extensive advertising and merchandising campaign again this year to promote popcorn. Climax of the push will be National Popcorn Week, Oct. 25-Nov. 1.

The institute will make available mass quantities of a four-color (11"x14") poster which will be offered free to retail outlets throughout the U.S. Morton Salt Co. will promote popcorn with 4,000 outdoor posters in more than 400 major markets during October and November.

■ Kaiser will feature popcorn poppers in its aluminum commercials on "Maverick" (ABC-TV), and Kaiser also will feature a popcorn recipe in a recipe booklet to be mailed out in connection with the popper promotion.

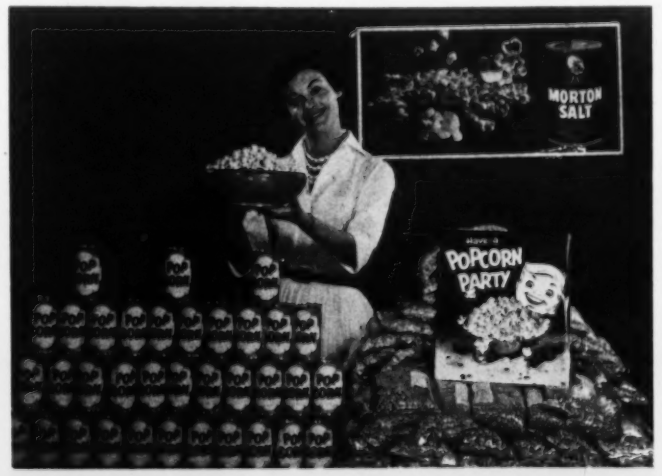
Genesee Brewing Co., Rochester, N. Y., will include popcorn in an ad program throughout its marketing area. Media include outdoor, radio, television, newspapers and point of sale. #

Ovesey Adds Kilgore Division

Kilgore Inc., Westerville, O., has assigned its international flare signal division to Ovesey & Straus, New York. The division was previously handled by Wheeler, Kight & Gainey. Ovesey & Straus also handles Kilgore's toy division.

Johnson Joins 'Redbook'

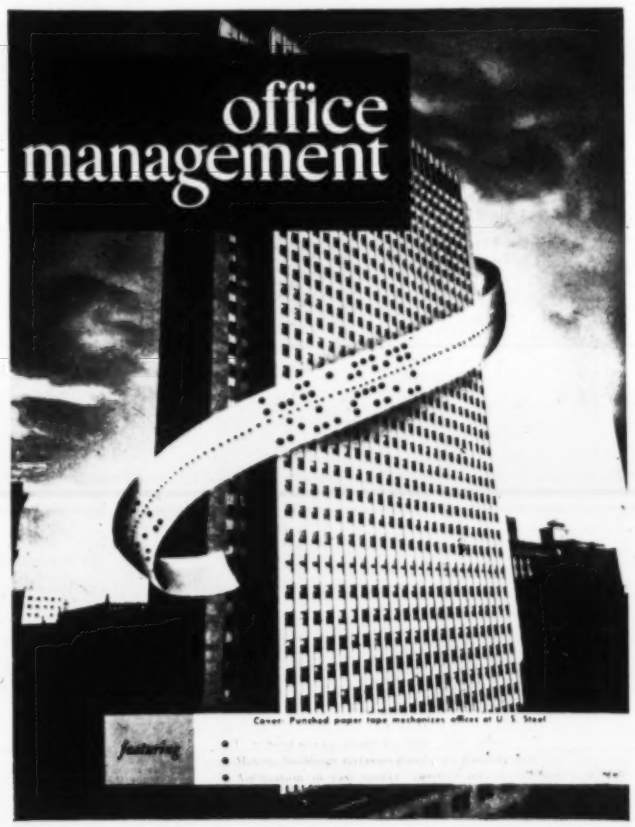
Bates Johnson, formerly with *Suburbia Today*, has joined the New York sales staff of *Redbook*.



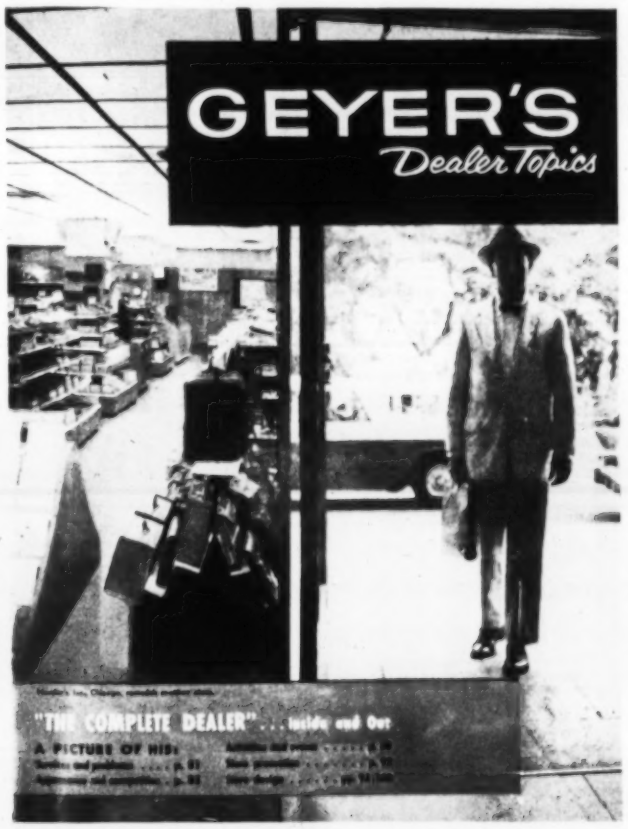
POP POP POP—*Pat McCoy, 1959 popcorn princess, reminds grocers that popcorn is an impulse item that responds to mass display with increases of as much as 1,300%, according to Popcorn Institute figures. National Popcorn Week is Oct. 25-Nov. 1.*

TO SELL
OFFICE EQUIPMENT • SYSTEMS
MACHINES • FURNITURE
STATIONERY • SUPPLIES & SERVICES—
GO TO

THE HOUSE OF AUTHORITY



The order of the day is modernization and automation in offices across the nation in industry, insurance, banking and all other business organizations and institutions. OFFICE MANAGEMENT – since 1940 the authority of this field, parallels its dynamic growth. O.M. now offers a circulation of 31,500 management executives concerned with office administration – by far the largest ABC paid circulation in this field. The January Trends and Forecast issue closing December 1, is recognized as the annual planning guide for design and equipment of the office.



Published since 1877, pioneer and counsellor to the substantial dealers in the office equipment and stationery field, at the forefront of every merchandising trend and innovation – dominant sales influence – more than 7800 paid subscribers – the only ABC audited magazine edited for and distributed exclusively to the trade. 94% sell commercial stationery, 90% sell office equipment, 83% sell office machines, 87% sell social stationery. The quality of GEYER dealers is indicated by the fact that they do an average annual volume of $269,996.

GEYER-McALLISTER PUBLICATIONS

Established 1877 — Largest publishers of specialized publications for the office management and office equipment merchandising fields. Publishers also of "Who Makes it and Where" — annual Buying Guide of the Office Equipment and Stationery Market.

Manufacturers who seek business from the expanding office market talk business to America's top management executives concerned with office administration in . . . **OFFICE MANAGEMENT**

Manufacturers who seek business through office equipment and stationery stores — talk business to the sound established dealer outlets in this field in . . . **GEYER'S DEALER TOPICS**

BUSINESS PAPER LEADERSHIP ABP

AUDITED PAID CIRCULATION ABC

GEYER-McALLISTER PUBLICATIONS, 212 FIFTH AVENUE, NEW YORK 10, N. Y.

Y&R's P&G Tie Led to Lipton Shift to SSC&B

(Continued from Page 3)

company felt the need for "an additional major advertising agency participation in its marketing operations."

Officially, Lipton made no mention of what was believed to be key factor in the switch: Y&R is a Procter & Gamble agency. Thomas J. Lipton Inc. and Lever Bros. Co. are both subsidiaries of the giant Anglo-Dutch combine, Unilever Ltd. The two subsidiaries have been fairly independent of one another in their operations, but earlier this year William H. Burkhart, chairman of Lever, also assumed the chairmanship of Lipton.

■ It was apparently decided then that Lipton would be better off in a non-P&G shop. A Lever Bros. official, speaking to an ADVERTISING AGE reporter a little while ago, put it this way: "What would happen if Y&R came up with a new product idea or with the opportunity to make a good media buy? Who would get first call, P&G or Lipton?"

Sullivan, Stauffer is a Lever agency but this was not the determining factor in its selection. Lipton had decided only that the business would not go to either a P&G or a Colgate shop. Among the runners-up to SSC&B were Foote, Cone & Belding—another Lever agency—and Doherty, Clifford, Steers & Shenfield, which has no Lever business.

■ Young & Rubicam lost the Lipton tea business in Canada last year also. The account went to Needham, Louis & Brorby, another Lever agency.

Lever and Lipton have frequently shared television properties in the past. The two will be co-sponsors on "Father Knows Best" in the coming season.

Sullivan, Stauffer became eligible for the Lipton assignment only a month ago when it resigned its Salada-Shirriff-Horsey business, which included about $1,000,000 of billings in Salada tea, Seabrand frozen shrimp, Danish dessert and Junket powder.

The resignation was attributed to "product conflicts." The agency conceded this week that this reason might appear to be "fishy," in view of the much larger Lipton billings, but it insisted that its position on Salada-Shirriff-Horsey was becoming untenable.

■ The agency pointed out that the Canadian-owned Salada company was pushing continually into new food lines, which raised serious conflicts with clients such as Best Foods and Duffy-Mott. "I am sure we would have had to resign Salada-Shirriff-Horsey even if Lipton hadn't come up," an agency vp said.

Salada-Shirriff-Horsey has still not named a new agency for this business.

Sullivan, Stauffer takes over Lipton at a time when tea sales are buoyant. Tea sales to consumers have risen by 20% since 1951 and tea imports this year are running well ahead of 1958.

The U.S. is today the second largest tea drinking country in the world, consuming more than 30 billion cups annually. It consumes 7% of the world's production, as against Great Britain's 33%. About 40% of the tea drunk in the U.S. goes into iced tea. Nearly 60% is sold in tea bags. #

Alberto-Culver Adds 4 Shows

Alberto-Culver Co., Chicago, marketer of hair preparations, will increase its advertising budget to more than $8,000,000 with the addition of four new shows and an increase in spot tv purchase. Recently added shows are "Bob Cummings Show" (ABC), "Black Saddle" (ABC), "American Bandstand" (ABC) and "Lawless Years" (NBC). Wade Advertising, Chicago, is the agency.

O'Loughlin Joins Cahners

Joseph F. O'Loughlin, formerly advertising brand manager in the family products division of International Latex Corp., New York, has joined Cahners Publications, Boston, as assistant promotion director.

GIFT PACKAGE—*Suggested window display promoting quality men's shoes as special occasion gifts uses Bostonian Shoe's new Presenta-Pak gift package. The Presenta-Pak was created by Gardner Brooks Inc., Springfield, Mass.*

Evenson Joins Gordon

Richard C. Evenson has joined the Phil Gordon Agency, Chicago, as copy chief. Mr. Evenson was formerly with W. B. Doner & Co. and Arthur Towell Inc., as account executive and member of the creative staff.

Three Stations Join NBC

WQDY, Calais, Me., a new radio station, and WMOA, Marietta, O., formerly a Mutual affiliate, have affiliated with NBC Radio. WVET, Rochester, N. Y., previously with ABC Radio, also has affiliated with NBC.

Chicago Dolls, Erstwhile Molls, Now Femmes Fatales

CHICAGO, Sept. 9—Chicago women learned this week that they are femmes fatales. In succeeding weeks they'll learn their other roles as the State Street Council unfurls its 12-week newspaper ad series, "How Many Women Are You?"

The council, which promotes shopping and spending on State St., is presenting its first campaign by its new agency, Doyle Dane Bernbach Inc. The council was the first client in DDB's recently opened Chicago office.

The "femme fatale" ad (AA, Sept. 7) broke today in the *Tribune* and will be repeated in the *Sun Times* Sept. 13. The schedule of b&w ads—7 columns in the *Tribune* and full pages in the tabloid *Sun-Times*—will be on alternate weeks in the *Tribune* through Nov. 20, and on alternate Sundays in the *Sun-Times* through Nov. 22.

■ Robert B. Johnson, managing director of the council, said the campaign is the council's first long-range ad program to run in newspapers. The next series, planned for next spring, will include the use of all four Chicago dailies.

Fred Klein, Chicago manager of Doyle Dane Bernbach, said the ad campaign is designed to promote State St. as "the world's first, greatest and biggest shopping center."

"We realized the campaign's story was this: That State St. is the only street in the world that can cater to every kind of woman that all women are; that whether she is seeking glamor, selection and variety of merchandise, values, entertainment or excitement —that this one street provides these needs more completely in every sense, than any other shopping street anywhere.

"From this," Mr. Klein said, "developed the personalization of the many, many roles a woman leads in her life. We believe the fusion of all her diverse activities into the roles of life shown in the ad series, appeals to the whole woman, and especially to her femininity, magic and uniqueness as a woman." #

WKY Names Lee Smith

Lee Allan Smith has been appointed assistant manager of WKY, Oklahoma City. Mr. Smith was formerly commercial manager of the station.

MacGregor Joins Meltzer

Robert D. MacGregor, formerly account executive at MacManus, John & Adams, Bloomfield Hills, Mich., has joined Richard N. Meltzer Advertising, Detroit, as an account executive.

Supremacy in 6 Test Market check points makes

ROANOKE, VA. a great TEST MARKET!

1 SIZE OF MARKET: Roanoke is medium sized . . . just right to keep costs in line.

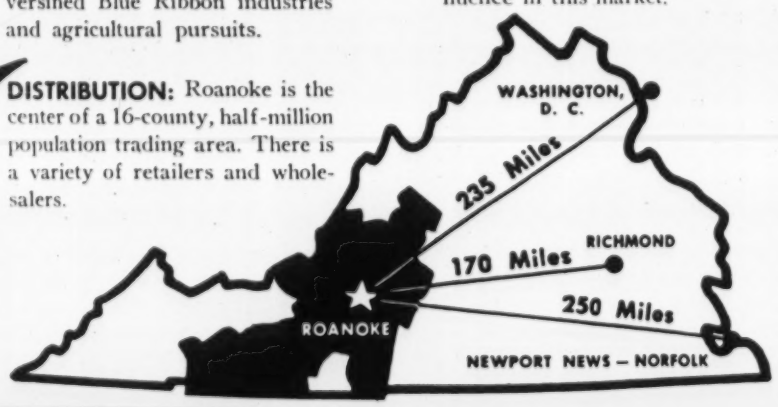
2 GROWTH: Roanoke's growth pattern is continuous and solid.

3 INDUSTRY: Roanoke's economy embraces a large number of diversified Blue Ribbon industries and agricultural pursuits.

4 DISTRIBUTION: Roanoke is the center of a 16-county, half-million population trading area. There is a variety of retailers and wholesalers.

5 PRODUCT USAGE: Compares favorably with that of the U.S. and follows closely the national pattern of sales.

6 MEDIA COVERAGE: Ideal for testing national media plan. Roanoke is isolated and self contained; no outside media has influence in this market.



NOW GET THIS!

This brochure gives the facts about Roanoke's big exception to the rule of market selection by metropolitan area population.

Roanoke is a Burgoyne Test City with spot color

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS

National Representatives SAWYER · FERGUSON · WALKER CO

The Daily Newspaper is the Total Selling Medium

facts about ROANOKE NEWSPAPERS' 16-County Primary MARKET

ROANOKE NEWSPAPERS' COVERAGE (nearly 94,000)

Metropolitan area	100%
61 Principal cities and towns	95%
16-County primary market	61%

NEARLY HALF-BILLION-DOLLAR-MARKET with 552,000 people.

SIZE of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS: 75th in Nation, with 141,700.

NET BUYING INCOME: 80th in Nation, with $725,342,000.

CONSUMER SPENDING UNITS: 77th in Nation, with 162,200.

RETAIL SALES: 86th in Nation, with $464,390,000.

FOOD STORE SALES: 84th in Nation, with $111,660,000.

EATING & DRINKING SALES: 104th in Nation, with $23,046,000.

GEN. MDSE. SALES: 77th in Nation, with $63,074,000.

APPAREL STORE SALES: 92nd in Nation, $25,390,000.

FURN. HSLD. & APPL. SALES: 89th in Nation, with $23,904,000.

AUTOMOTIVE SALES: 82nd in Nation, with $89,602,000.

GAS SERVICE STATION SALES: 79th in Nation, with $43,324,000.

BLDG. MAT. & HDW. SALES: 107th in Nation, with $26,762,000.

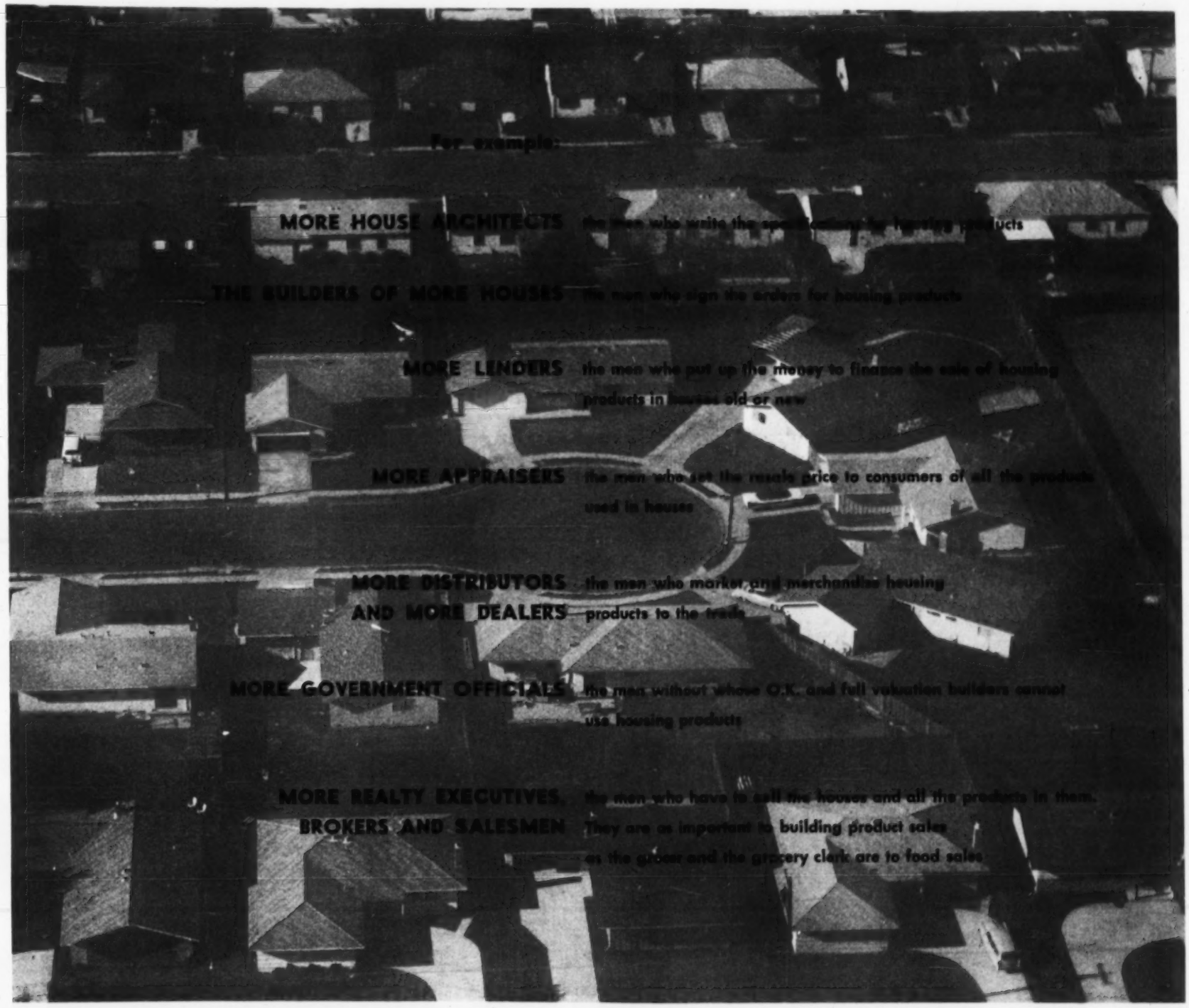
DRUG STORE SALES: 83rd in Nation, with $14,285,000.

ALL OTHER RETAIL SALES: 77th in Nation, with $43,343,000.

1959 Survey of Buying Power

In America's Biggest Industry

Almost Everybody Who is Anybody Reads **House** & **Home**


For example:
MORE HOUSE ARCHITECTS the men who write the specifications for housing products
THE BUILDERS OF MORE HOUSES the men who sign the orders for housing products
MORE LENDERS the men who put up the money to finance the sale of housing products in houses old or new
MORE APPRAISERS the men who set the resale price to consumers of all the products used in houses
MORE DISTRIBUTORS AND MORE DEALERS the men who market and merchandise housing products to the trade
MORE GOVERNMENT OFFICIALS the men without whose O.K. and full valuation builders cannot use housing products
MORE REALTY EXECUTIVES, BROKERS AND SALESMEN the men who have to sell the houses and all the products in them. They are as important to building product sales as the grocer and the grocery clerk are to food sales

Advertising in **House** & **Home** means Housing Business . . . because **House** & **Home** is the basic buy for advertising to the Housing Industry

House & Home

Published by Time Inc.
Time & Life Building
New York 20, New York

ABP BUSINESS PAPER LEADERSHIP | ABC AUDITED PAID CIRCULATION

Newspaper Ads Don't Die; Just Fade Away, San Jose 'Mercury' and 'News' Study Finds

SAN JOSE, Sept. 9—The *San Jose Mercury* and *News* have taken a close look at the results of one of their promotions and concluded they've been underselling the durability of newspaper advertising.

Newspapers, especially Sunday editions, are kept around and read as long as three weeks after publication, the papers discovered in an analysis of responses to a license plate number contest it started Aug. 9.

Beginning that day the papers ran coded ads, mostly three columns, inviting readers to send in their plate numbers for the contest. That day's ad, coded No. 1, drew its heaviest response the second, third and fourth days after publication.

And that same Aug. 9 ad was still drawing responses three weeks later, and they're still coming in, the newspapers report.

■ By coding the coupons in the ads the newspapers were able to watch the response pattern on a week's ads. They appeared in the Sunday *Mercury-News*, in the morning *Mercury* and the evening *News*—13 ads in all.

Each ad drew responses for at least 11 days after publication. Of the six weekdays, Thursday's ads were the strongest pullers—2,702 responses in the subsequent 11 days. Monday's ads were second with 2,040, Wednesday's drew 1,849, Tuesday's drew 1,631 and Friday's drew 1,216. Saturday ran last, pulling only 456 in the subsequent 11 days.

Although the morning *Mercury's* circulation of 68,000 is only about a fifth greater than the *News'* 56,000, the *Mercury's* responses for the 11 days were nearly double those of the *News*.

■ With the exception of the Sunday Aug. 9 ads, which took a full page, all remaining ads that week were three columns. Placement seemed to have little effect on the pulling power, the newspapers said. Wednesday's ad in the *Mercury* was buried on Page 59—but Wednesday still ranked second among the weekdays in pulling power.

In all the newspapers ran 16 ads in the contest series and in all cases but one the pattern was for heaviest responses to come on the second day after publication. The next two or three days drew heavy but declining responses, followed by a steady daily decline which continued for about two weeks. #

Belgians Study Motivations

The Belgian Assn. of Advertising Consultants will hold a three-day seminar on "Motivation in Advertising" in Brussels Oct. 19-21. The registration fee is $32 (payable to Chambre des Agences Conseils en Publicite, 112 Rue de Treves, Brussels 4). Dr. Ernest Dichter, president of the Institute of Motivational Research, will be one of the featured speakers.

Lennen & Newell Names Two

Kenneth L. Horstmyer formerly product marketing manager of Campbell Soup Co.'s Franco-American foods, has joined Lennen & Newell, New York, as vp and account executive. Fred Brogger has joined L&N's television department in Beverly Hills, Cal., as a program supervisor. Previously he was with Columbia Broadcasting System.

Byrne Joins Futorian-Stratford

Lorraine Byrne has joined Futorian-Stratford Furniture Co., Chicago, as advertising manager. Miss Byrne was previously with *Woman's Day*, Foote, Cone & Belding and Sears, Roebuck & Co.

HORIZONTAL SPREAD—*This is how Wunda Weve Carpet Co.'s horizontal half-page spreads in shelter books will look.*

Schering Names Bogen

Stefan Bogen has been named copy chief in charge of medical copywriters at Schering Corp., Bloomfield, N. J. Mr. Bogen joined Schering as a medical copywriter in October, 1956 and became acting copy chief in January of this year.

Alexander Offers Series

Alexander Film Co., New York, is entering the program syndication field with a five-a-week series designed for daytime viewing. Produced by Jerry Fairbanks, the film is an advice-to-the-lovelorn show called "Love Is the Problem."

Kilner Opens in L. A., Adds 1

Richard B. Kilner, San Francisco, publishers' representative, has opened a Los Angeles office at 3142 Wilshire Blvd. Kilner also has been named western representative for *American Engineer*, official publication of the National Society of Professional Engineers.

Wunda Weve to Use Half-Page Spreads in Shelter Magazines

GREENVILLE, S. C., Sept. 9—Wunda Weve Carpet Co. will use horizontal half-page spreads in four shelter magazines this fall, the first time these books have run this type of unit.

The split-spreads will run in the September issues of *House Beautiful* and *House & Garden*, the October issues of *Better Homes & Gardens* (western edition) and *Living for Young Homemakers*, as well as the November issue of *Living*.

This is the first time that this space unit has been used by a carpet company, and it was chosen because the split format is a good way to present the company's twin themes of wearability and beauty, according to the agency, Monroe H. Dreher Inc., New York.

■ Two different ads will be run, one featuring a vivid orange cotton broadloom, the other picturing a deep red nylon twist. For the cotton broadloom ad the headline reads: "Double duty Wunda Weve for family living . . . for party giving." The left-hand half-page shows a family romping on the living room carpet, while the facing half-page shows after-dinner coffee being served in the same living room.

For the nylon twist ad the headline is, "For rugged duty . . . for luxurious beauty." One page shows children playing musical chairs, while the facing page shows four adults at an evening party in the same room.

■ According to Bob Raidt, merchandising vp and account supervisor, the campaign is a departure from the traditional carpet ad in that it applies packaged goods techniques to home furnishings. Formerly with McCann-Erickson, where he worked mostly on packaged goods, Mr. Raidt said the campaign "universally translates the carpet into people's lives through family activity rather than through an extraneous decorating theme used by many carpet advertisers."

The campaign eschews the decorating idea because "decoration is a matter of personal taste and, in many cases, can be controversial," he said.

The merchandising package for dealers includes a national display contest, displays, direct mail, ad mats, local news releases and radio and tv spots. #

Brownie Bakers Uses Radio Spot Saturation Campaign

Little Brownie Bakers, Houston, is conducting a saturation spot radio campaign to promote Little Brownie Cookies in the metropolitan Houston area. A total of 264 spot announcements per month are being used over three stations, KNUZ, KPRC and KXYZ.

Borden Sets Bar Cheese Offer

Borden Foods Co., New York, is introducing its flavored cream cheese bars nationally this month with a 3¢-off introductory offer as part of a back-to-school promotion. The bars are plain or flavored with chive, pimento or date 'n nut. Young & Rubicam, New York, is the agency for the product, though there is no advertising planned at this time.

McCann Launches Marplan Ltd.

McCann-Erickson's London office has organized a new research organization under the name, Marplan Ltd. McCann said the new company will offer a full range of research services to British industry and will operate completely independent of the parent agency. Harry Henry, who has been research director for McCann in London, will head the new company.

Coleman Todd Adds Account

The plumbing equipment division of National Rubber Machinery Co., Akron, O., has named Coleman Todd & Associates, Mansfield, O., to handle its advertising. Ralph Gross Advertising, Akron, is the former agency of record.

Straubel Names Gordon

Straubel Paper Co., Green Bay, Wis., has named Gordon & Hempstead, Chicago, to handle advertising for its new line of consumer products and for its industrial division, Nichols Paper Products Co., Green Bay.

Weiler Joins McNeill, McCleery

John Weiler, formerly vp and director of advertising of Manhattan Shirt Co., New York, has joined McNeill, McCleery & Cochran, Los Angeles, as vp and account supervisor.

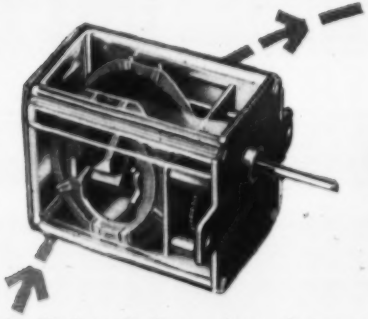
Lewis Forms PR Company

N. Richard Lewis, former public relations director of Fallon & Co., Los Angeles agency has formed his own public relations company, Lewis & Associates, with offices at 7805 Sunset Blvd.

Raab-Meyerhoff Names Gelula

M. H. Raab-Meyerhoff Co., Philadelphia, has named Abner J. Gelula & Associates, Atlantic City, to handle its advertising. The company manufactures Ramey dresses and sport shirts.

another famous name* in action!



powered by a HANKSCRAFT Battery-Operated ROTARY DISPLAY MOTOR

Falstaff Brewing Corporation*—brewers of premium-quality Falstaff beer — uses a Hankscraft battery-operated rotary motor to power this appealing, thirst-provoking point-of-purchase display. Eye-catching animated pieces like this help to make Falstaff one of the country's largest-selling beers. Like all Hankscraft-powered displays, it runs for weeks without attention — moving the message that moves the merchandise!

Hankscraft will gladly recommend the best motor for your particular display use. Send us a cutout dummy and rough sketch. We'll return them with our report—no obligation, of course!

Display designed and produced by Schmidt Lithograph Company, San Francisco

HANKSCRAFT COMPANY
DISPLAY MOTOR DIVISION
Reedsburg, Wisconsin

● SPRINGFIELD
● DECATUR
● CHAMPAIGN-URBANA

"Where Mid America Lives and Buys..."

NEW 59th*

METROPOLITAN MARKET

NEW GRADE "A"

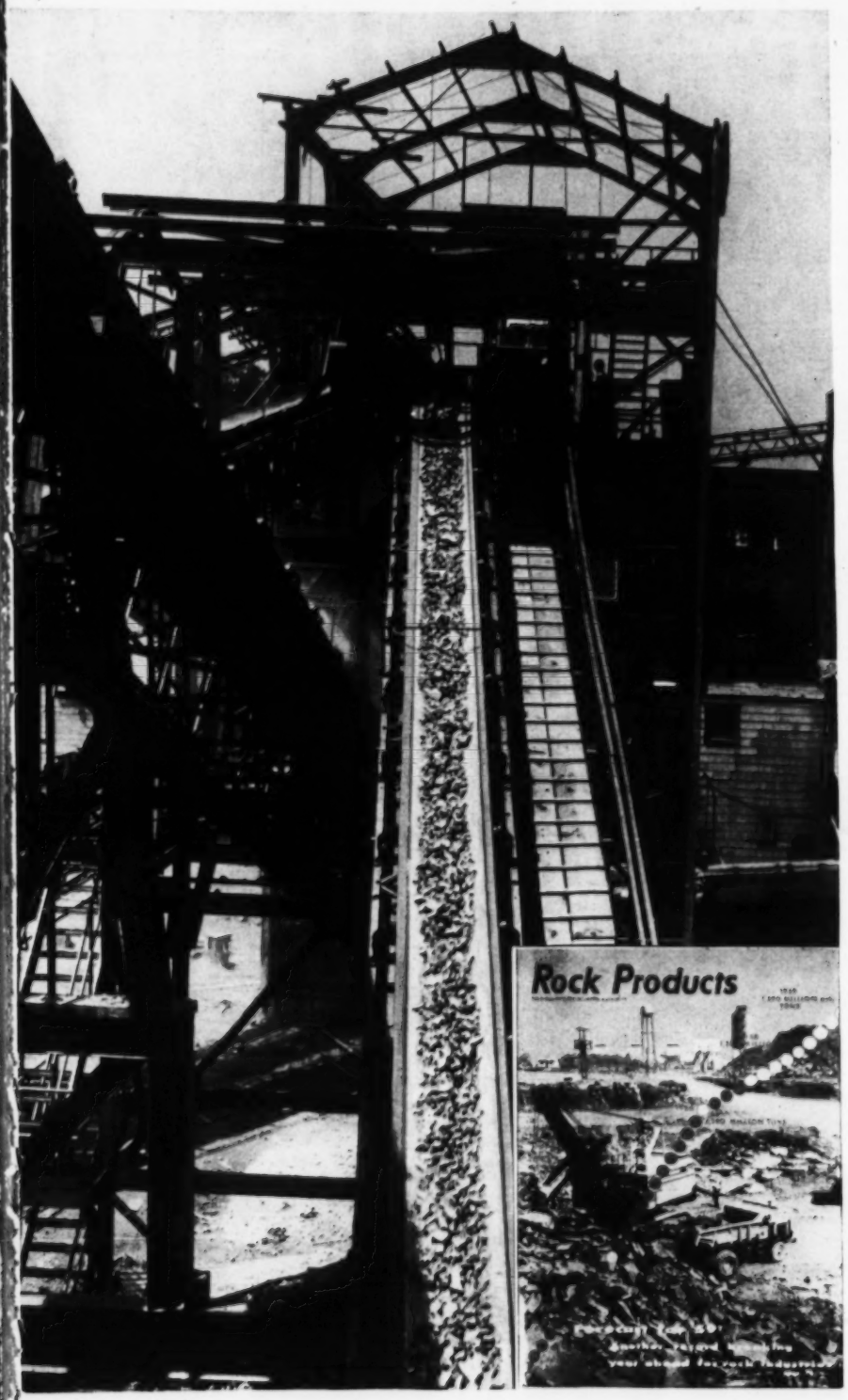
Only by SPRINGFIELD WICS DECATUR CHAMPAIGN WCHU URBANA NBC Exclusive

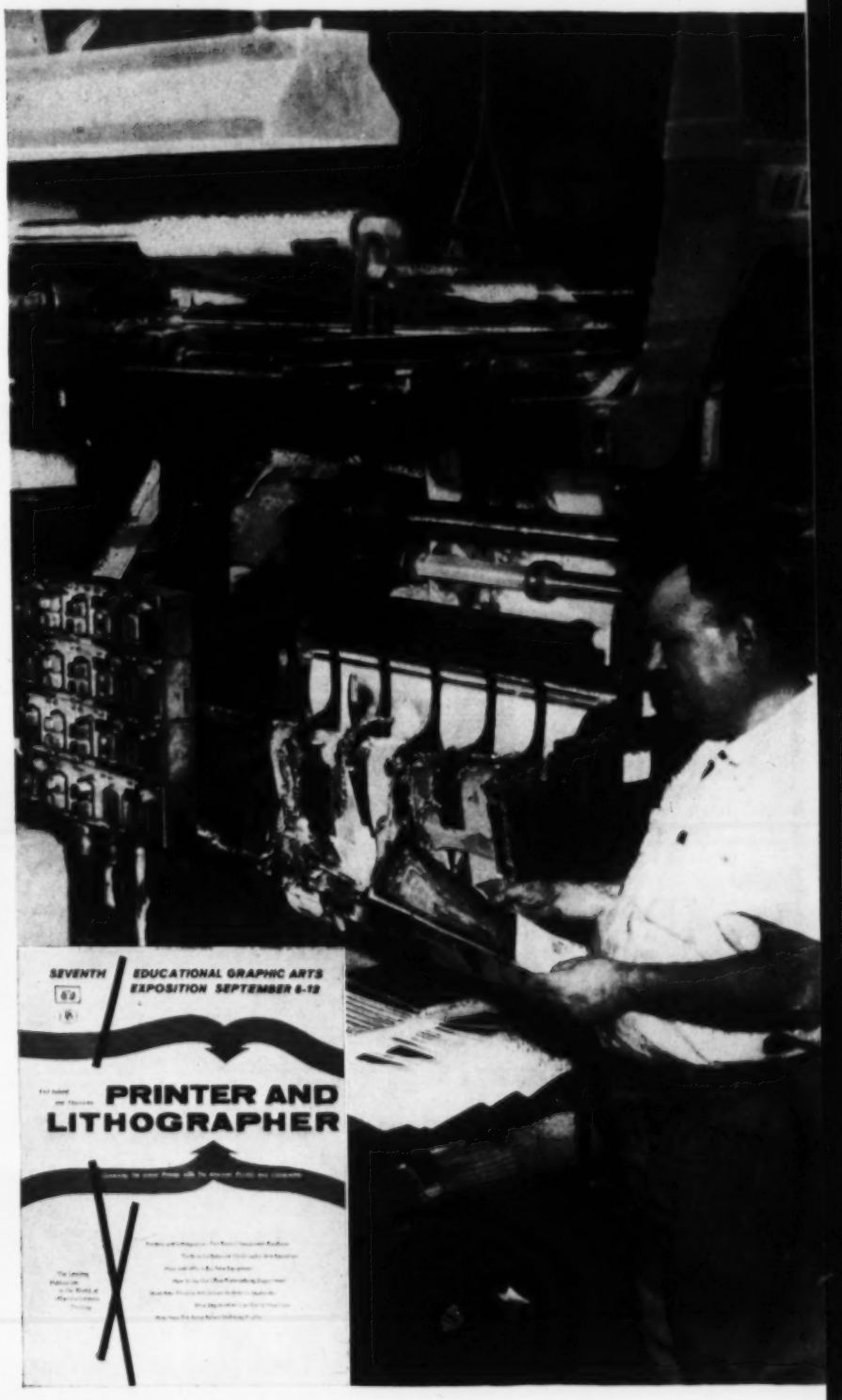
OVER 230,000 TV FAMILIES

AVAILABILITIES: YOUNG TV

ROCK PRODUCTS is paid for
and read by 17,670
top-level operating, production and
management executives in
the booming Rock Products
industry

The new, combined Inland and
American PRINTER AND LITHOGRAPHER
is now more than ever the No. 1 publication
for selling the big offset and letterpress
printing industry





Advertising in **ROCK PRODUCTS** magazine and in **PRINTER AND LITHOGRAPHER** means business . . because they are read for business reasons . . . . . by men who do business with manufacturers who advertise in them. ¶ **MACLEAN-HUNTER PUBLISHING COMPANY • 79 WEST MONROE STREET • CHICAGO 3**

ROCK PRODUCTS ABC ABP The Inland and American **PRINTER AND LITHOGRAPHER**

Synergie Eyes Juicy U. S. Accounts Entering European Common Market

PARIS, Sept. 8—Henri Henault is a tall, gaunt Frenchman who runs France's second largest advertising agency—Synergie.

M. Henault, who holds degrees in both engineering and law, founded Synergie in 1932 and has seen the shop pass through many stages, including a rather vacuous period under the Nazi occupation.

Henri Henault

Interviewed here recently, he left no doubt that the current phase is the one that pleases him most. Synergie's ad volume, like that of the rest of the French advertising industry, has exploded during the past 10 years.

■ Between 1950 and 1958 French ad volume multiplied by nearly four times. Meanwhile, Synergie's volume multiplied by nearly nine times.

M. Henault told ADVERTISING AGE that Synergie billed $8,000,000 last year and a new peak is in sight for this year. The agency's latest account acquisition is Benedictine liqueur, an ex-client. In France, as in the U. S., it is always pleasing to retrieve a lost account.

Synergie was typed for many years as a "house agency" for the French textile industry—and with good reason. Its first major assignment in the '30s was a collective campaign for French rayon producers. It later handled similar drives for other segments of the textile industry and these relationships still prevail.

■ Synergie is today a public relations arm for such industry-wide groups as Assn. International de la Soie (silk), Federation de la Bonneterie Francaise (hosiery, knitwear and stockings) and Federation de al Soierie (silk fabrics). In addition, the agency has a raft of individual textile accounts. Among the synthetic textiles Synergie has introduced on the French market are acetate, Ban-Lon, Crylor (acrylic fiber), Helanca, nylon, Rhovyl (polyvinyl fiber) and Tergal (polyester fiber).

choisissez ici le cadeau que vous offrirez le 21 juin pour la fête des pères
s'il fume...
FLAMINAIRE
pour qu'il soit toujours bien rasé...
THOMSON
...et en pleine forme dès le matin
si vous le voulez élégant...
Organsin RHODIA

FETES DES PERES—*Synergie got four of its clients to participate in a joint Father's Day promotion this year. Above ad ran as a spread in Paris-Match, France's leading weekly.*

M. Henault makes the point, however, that the agency's great growth has stemmed from its expansion into consumer package goods, an area just coming into its own in French advertising. To meet this challenge, Synergie had to break out of its "textile mold" and develop a full-service operation, equipped to handle any type of account. M. Henault believes this has now been achieved.

■ He points, first of all, to Synergie's diversified account roster: Parker Pen, Lever's Omo, Max Factor, Air-Wick, Spontex (household sponges), Fiat, Sunsilk (shampoo), Formica, Thomson electric shavers and Milliat Freres (spaghetti, macaroni).

He points, secondly, to the new services the agency is continually developing to help clients with marketing problems. An example is *Publi-Cadeau* (Gift-Advertising), a service which enabled Synergie to group the advertising of four different clients—Flaminaire butane lighters, Houbigant men's toiletries, Rhodia ties and Thomson shavers—in a special Father's Day promotion. "With this kind of tie-in advertising," M. Henault reports, "our clients benefited from the impact of a full-page ad for the price of a quarter-page."

■ He points, finally, to Synergie-RCC (Recherche et Organization Commerciales), the agency's research arm, now incorporated as a separate company in separate quarters.

Capitalizing on the lack of market research facilities in France, Synergie set up this research subsidiary two years ago to provide clients and non-clients with all types of market research services. Synergie-ROC has now completed more than 600 studies, has a staff of 50 (compared to Synergie's 180) and has been so successful that it now ranks as the largest market research operation in the country.

■ With the advent of European Common Market plans, M. Henault is trying to move Synergie into position as a lever for the introduction of U. S. products in Europe. In a recent promotion piece, the agency said: "Europe, and especially the European Common Market with its 165,000,000 consumers, is becoming increasingly vulnerable to American selling techniques."

■ Earlier this year Synergie received notable recognition by becoming Young & Rubicam's second affiliate in France. In the opinion of some observers here this puts Synergie squarely in line for General Foods business. GF is known to be planning an invasion of the French market and has had some conversations with French agencies. #

If you buy

ART & TYPE

and photography, get ART DIRECTION, The Magazine of Creative Advertising. It's a monthly magazine with a fabulous visual report of WHAT'S NEW—WHAT'S BEST. Published since 1949, issues average over 120 pages of tremendous value as an art and idea source. Only $6.00 a year for twelve issues; $10.50 for 24 issues.

get **ART DIRECTION**

A13, 19 W. 44th Street, New York 36, N. Y.

Unveiling a new model in 5000 places at once!

How a car maker used air freight profitably

One of the "Big Three" car makers was introducing a new model. Car refinements held up printing of promotional material which then had to be simultaneously released to 5000 dealers all over the country. So Emery's CAPS (Consolidated Air Parcel Service) was given the job.

This service flies packages to key post offices anywhere in the United States, for low cost parcel post delivery. Check of post office receipts showed that Emery's CAPS delivered 96% of the shipments in less than 48 hours after leaving the printer.

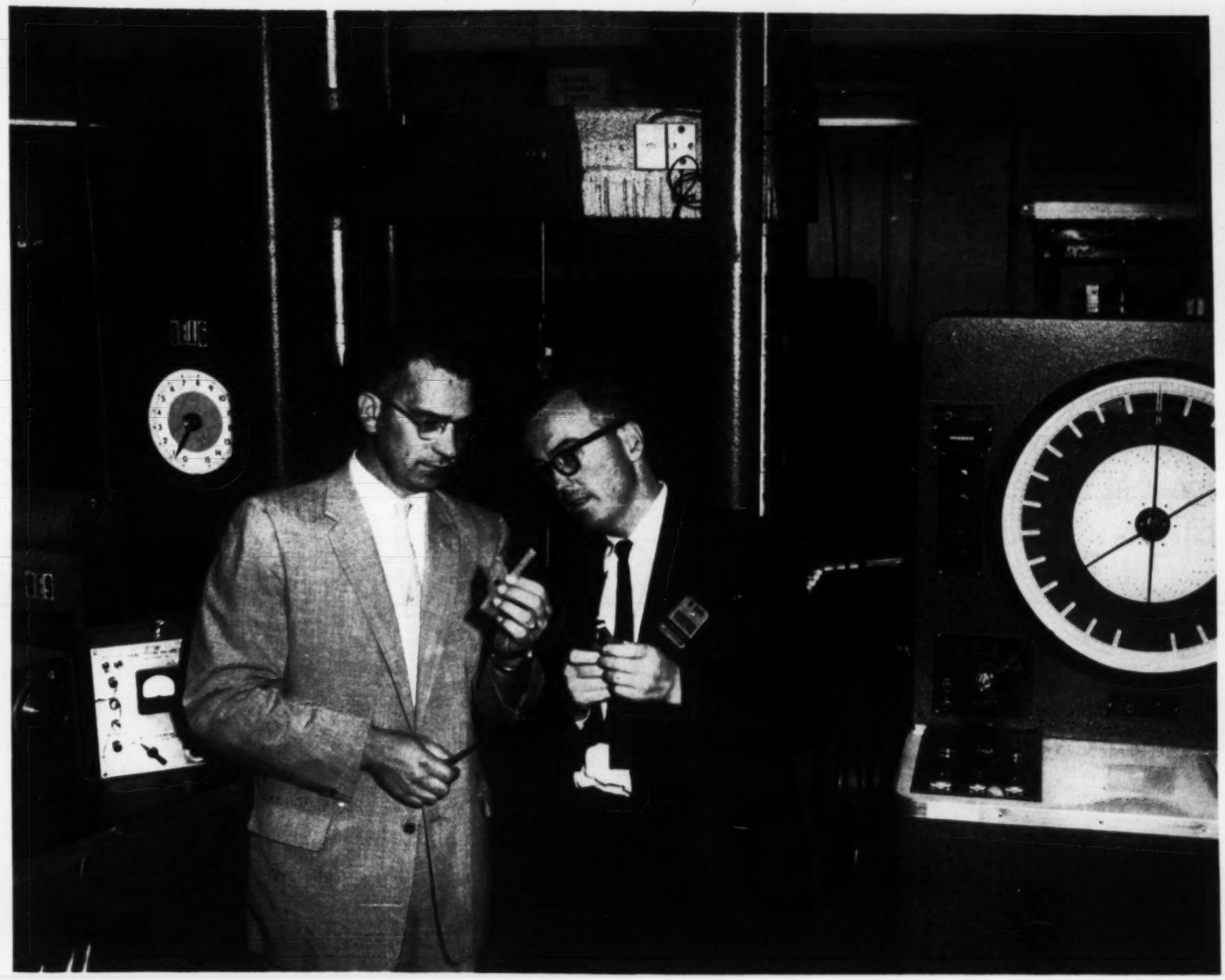
The saving: *$15,959 less than any other air express service could do it.*

Emery's CAPS can do the same job for you, no matter how big or small it may be. Fast, dependable Emery service delivers to any place in the nation in hours . . . gives you 12 to 24 hours faster arrival overseas. Call or write today for facts about how Emery's services can be tailored to your requirements, and save you money.

EMERY AIR FREIGHT CORPORATION

801 Second Avenue, New York 17, N.Y. • National and International Blue Ribbon Service.

Tell your product or capability story through the pages of Missiles and Rockets—technical/news weekly of the missile/space market.



Advertising in Missiles & Rockets means missile/space business, as any advertising man who knows his business can tell you, because men who read Missiles & Rockets mean business

MISSILES AND ROCKETS MAGAZINE • AN AMERICAN AVIATION PUBLICATION • 1001 VERMONT AVENUE, N.W., WASHINGTON 5, D.C.

#3 in a series of informative ads presenting the main findings of an important new survey.

Proof of the unique

RELIANCE

subscribers place upon

PARENTS' MAGAZINE'S

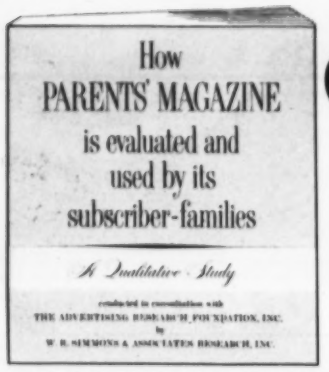
COMMENDATION SEAL!

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

(ONE OF THE QUESTIONS ASKED IN A NEW QUALITATIVE SURVEY)

"Considering the products which carry the Parents' Commendation Seal, are you more likely to try them than other products, less likely to try them, or doesn't it make any difference to you?"

THE ANSWERS:



More likely

64.4%

Less likely

0.3%

No difference

16.9%

Send for your free copy. Parents' Magazine, 52 Vanderbilt Ave., N. Y. 17

64.4% of subscribers say that they are more likely to try products carrying the PARENTS' MAGAZINE COMMENDATION SEAL than other products.

This is a fact, revealed by the new national interview study made by W. R. Simmons Associates Research, Inc., in consultation with The Advertising Research Foundation.

This is why PARENTS' MAGAZINE's COMMENDATION SEAL can move your merchandise fastest . . . and in biggest quantities. Ask about it today!

PARENTS' MAGAZINE reaches exclusively biggest-buying families with children.

PARENTS' MAGAZINE CIRCULATION GUARANTEE 1,825,000*
*Effective January, 1960

MONTHLY READERSHIP
6,200,000

CHILDREN IN PARENTS' MAGAZINE FAMILIES
4,200,000

COMMENDED BY THE CONSUMER SERVICE BUREAU OF PARENTS' MAGAZINE AS ADVERTISED THEREIN

UPS SALES!

2 of 10 reasons why

MAGAZINES ARE THE BEST AD MEDIA!

MULTIPLE READING: Magazines are read by many members of a household and are often passed on to others.

MORE SUCCESS STORIES: Infinitely more advertisers are successfully building sales nationally through magazine advertising than through any other medium.

PUBLISHED IN THE INTEREST OF ALL MAGAZINE ADVERTISING

Ask Parents' Magazine for a folder on all 10 reasons!
52 Vanderbilt Ave., N. Y. 17.

How to Aim Ad at Hausfrau? Recall Minnie Back Home, Says Head of Y&R in Germany

FRANKFURT, GERMANY, Sept. 8—From a small start three years ago with a single account, Young & Rubicam's bright young managing director for Germany, John Nussbaum, has stepped the company's business up to where it'll be handling more than $2,000,000 in billings this year.

Mr. Nussbaum, who is 39 and was born and brought up in Fairbury, Ill., points out that, when plotting a German ad campaign, "I often think, 'How would this go over in Fairbury?' And then I apply the same criteria here."

■ Mr. Nussbaum started with Batten, Barton, Durstine & Osborn in the traffic department at $26 a week after winding up World War II as a Navy lieutenant. He chose advertising as a profession, he admits, because when he was studying journalism at the University of Illinois, "Bruce Barton was friendly with someone on the faculty and made a speech to us. He's a spellbinder and made advertising sound so good."

In January, 1952, Mr. Nussbaum moved to Y&R as account executive for Johnson & Johnson surgical dressings. Before going to Germany he handled Time Inc. and Travelers Insurance Co.

He arrived in Germany in June, 1956, to open the Young & Rubicam office; it was the third American agency operation started in postwar Germany. His lone account was General Foods.

The original office, on Fuerstenbergerstrasse in Frankfurt, consisted of three rooms occupied by a staff of three—a German art director, a German copywriter and an English marketing man—plus Mr. Nussbaum and two secretaries.

■ The second account the agency landed in Germany was Libby's milk. (Canned milk in Germany is a staple item in most households since there is little refrigeration, and the canned product is more durable than the fresh.)

Next accounts to come into the office were TWA and Remington Rand.

"There has been no long slack period from the time we started in Germany," Mr. Nussbaum commented. With more accounts the company moved to its second office on Liebrauenberg, and last April made its third move, into the luxurious offices of a German movie magnate at Hauptwache 1.

The agency now has a staff of 55 to handle ten accounts. German and American clients include General Foods (Maxwell Expresso coffee and Jell-O); Cluett, Peabody & Co.; Dictaphone Ltd. of London; Libby's milk; Rhein Schmirgelwerke (liquid plastic starch product); Bristol Aircraft; Swift; Remington Rand; Gulf Oil, and Alkor.

■ "An American agency can't compete in billing with the old established German agencies, but it can offer many more services," Mr. Nussbaum stated. "The kind of service we are offering is unique and very new in Germany. German agencies are generally not staffed to do it.

"For instance, the modern American concept of marketing is so unusual in Germany that there is no German word for it. So the Germans have taken the term 'marketing' and use the American word when referring to it. This is a service that the German advertiser is becoming more interested in as the market becomes more competitive.

"To have a marketing staff and perform the work, we explain to our German clients we must know the client's sales figures, work with his salesmen, do shop calls, contact the dealers and wholesalers to find out what they think of the product.

"This is so new here that sometimes the European offices don't like to relinquish their sales figures or their organization's confidential information.

"By the same token, agency billing figures are rarely released.

"Most of our business today isn't inherited business from accounts we handle in the states. Naturally we have American clients, but our objective is obviously to build our German business.

■ "There's no standard commission on space here as there is in the U.S., but agency commissions range from 10% to 25%. We charge 15% on media plus 15% on mechanical production, applying the standard American method of discounts and charging," Mr. Nussbaum says.

One of the main problems of operating an American ad agency in Germany is personnel, he says.

"Advertising has grown up so rapidly that not enough people here have lived long enough and know enough about the business.

"Also, German advertising is organized differently. The German agency generally operates under a group system with an account supervisor who has control of a group of accounts. And working under him are assistant account executives, one of whom handles media, one of whom writes copy. The ambition of these men is generally to become an account supervisor.

"It is difficult to explain that the American setup maintains a complete career within a department, so a man can progress and become chief copywriter or chief art director, and that those are outstanding top positions. Getting specialists in the different fields is a constant problem.

"In some ways this parallels the development of advertising a generation ago in America. We are now training young people in our way of advertising, but it requires time. I believe it is easier to train the young than to retrain the old in our concepts of advertising."

■ Facing lawsuits and fighting injunctions should be expected to be a part of the advertising business in Germany because the German laws governing advertising are much more complicated than those in the U.S.

"For instance, you can never say in Germany that your product is the best or better than that of any competitor—you can't even imply it," Mr. Nussbaum points out.

"We once campaigned showing before and after photos with the caption 'blank makes the difference.' We were threatened by three manufacturers and the union because our ad implied that the other product wasn't as good—which of course was our basic campaign idea.

"Competitors stopped us from billing a new product as an 'amazing discovery' because they maintained (1) the product was not amazing and (2) the process was not new, hence it could not be called a 'discovery.'

"Later, when we said, 'compare this with the best you have ever tasted,' we received an injunction from the police.

■ "Sometimes the competitor waits until you have thousands of dollars tied up in color film—then slaps an injunction on the advertiser. So you have to be very careful.

"We want to push aggressive, effective selling, but we have to move slowly here. If it's in good taste, I believe it can be done. The situation has improved considerably here in the past three years.

"American agencies have to change gradually though, because we are liable to be criticized by the German trade papers if we try to go too far too fast.

"It's important to be very aware of the German mind and sensitivities regarding developments in advertising, because the traditions are rooted firmly and are very important to the people here. Our company tries to stay on the forward edge of advertising advancements in Germany.

"I still keep asking myself, though, 'how would Aunt Minnie back in Fairbury, Ill., react to this?'" #

Steelmark Program Boosts Innerspring Mattresses

U. S. Steel Corp., Pittsburgh, has scheduled a Steelmark promotion for innerspring mattresses this fall. The theme, "You Rest Best on Innersprings," will be promoted in a color spread in the Dec. 12 issue of *The Saturday Evening Post*, on three tv commercials on the "U.S. Steel Hour" (CBS-TV) during September, October and November, and four commercials on the "Sam Levenson Show" and its replacement (CBS-TV) during September and October.

Retailers will receive a 24-piece selling kit containing a big window streamer, a department mobile, mattress display easels, silk labels, repro art, the "36 Ways" Steelmark selling booklet and a promotion plans book. Batten, Barton, Durstine & Osborn, Pittsburgh, is the agency.

Driscoll Made Neville A. M.

James J. Driscoll has joined Neville Chemical Co., Pittsburgh, as advertising manager, succeeding the late Richard Lauderbaugh. Mr. Driscoll was formerly with McGraw-Hill Publishing Co.

Manuel Grossberg to Gore

Manual Grossberg, an art director at Lawrence C. Gumbinner Advertising, New York, for the past six years, has joined Chester Gore Co., New York, as art director.

Bell Joins Harker-Husted

Jack Bell has joined the sales staff of the San Francisco office of Harker-Husted-Coughlin, magazine publishers' representative. Mr. Bell formerly was with *Western Family*.

the nation's 47th largest market!

Indiana's 2nd largest market!

reach it SELL it ONLY through

THE GARY POST-TRIBUNE
THE HAMMOND TIMES

REPRESENTED BY: BURKE, KUIPERS & MAHONEY, INC.

The advertising man who knows his business buys media on fact. And in the automotive service market, the facts are all on the side of MOTOR. For example: *The fact that MOTOR is the only national monthly in the field with all-paid circulation. That its circulation keeps climbing . . . is now at a record 114,500. That it has the largest full-time editorial staff in the field. That repairmen consistently say MOTOR is "most useful".*
It's facts like these that underlie the significant fact that advertisers use more pages and invest more dollars in MOTOR than in any other publication in its field.

Advertising in MOTOR means auto repair business—as any advertising man who knows his business can tell you—because men who read MOTOR Magazine mean business

A HEARST "KEY MARKET" PUBLICATION / NEW YORK, CHICAGO, CLEVELAND, DETROIT, LOS ANGELES

BUSINESS PAPER LEADERSHIP ABP

AUDITED PAID CIRCULATION ABC

Westinghouse Boosts Lasky

Philip G. Lasky, executive director of the West Coast for Westinghouse Broadcasting Co., New York, has been named a vp. Mr. Lasky, who has been in charge of KPIX, San Francisco, also has added responsibility for KEX, Portland. Fred E. Walker, formerly vp and general manager of WTTM, Trenton, has been named general sales manager of KYW, Cleveland, succeeding Ed Wallis, who has been named general manager of WOWO, Fort Wayne. James Arthur Yergin, formerly director of research, promotion and advertising of WOR and WOR-TV, New York, has been named Westinghouse's assistant director of research, succeeding David Smith, who has been named research director of AM Radio Sales, WBC's radio station representative arm.

PLASTIC
Large or Small
Thick or Thin
Flat or Shaped
Screen process can print it.
Put Punch in Point-of-Purchase
POINT OF PURCHASE COMMITTEE • SPPA

Lane Ltd. to Kastor, Hilton

Lane Ltd., New York, manufacturer of tobacco products since 1890, has appointed Kastor, Hilton, Chesley, Clifford & Atherton, New York, to handle its first national advertising campaign. House of Lords pipe tobacco, together with English blends, will be advertised in magazines this fall.

AT WORK—*Albert Staehle inspects new drawing of his famous "Smokey, the Bear" symbol adopted by the Department of Agriculture's forest fire prevention campaign. Mr. Staehle, who also is creator of the famous cocker spaniel, Butch, of Saturday Evening Post cover fame, has entered the advertising field locally, as art director and creative consultant with Jerome Beigel Advertising, Miami Beach.*

Variety Chains Fill Stockings Early for Record Yule Season

NEW YORK, Sept. 9—Christmas apparently is coming early this year for the nation's largest variety store chains.

Top merchandising executives for the variety chains are getting set for an early selling season in what they forecast will be a record Christmas, according to reports in the variety editions of *Chain Store Age*.

The stores are expected to start promoting big toy items like dolls and bicycles as well as boxed assortments of Christmas cards right after Labor Day.

■ Variety chain buyers are forecasting sales gains this year for such items as gift housewares, men's and boys' sweaters, engraved jewelry, out-size toys and multiple packs of gift ties and wrappings. Glassware will be at the core of gift merchandise as more stores set up special giftware departments.

Life-size is the way toys are getting. Summer success with 36" dolls and huge plush toys suggests that bigness will be a key to Christmas toy sales. Even "housekeeping" toys like stoves and refrigerators will be available in 3' high models, according to *Chain Store Age*. #

Fliesler Joins WOR, WOR-TV

Martin S. Fliesler, formerly director of marketing of Ziff-Davis Publishing Co., has been named director of advertising and sales development of WOR and WOR-TV, New York, replacing James A. Yergin, who recently joined Westinghouse Broadcasting Co. as assistant director of research. Mr. Fliesler will also participate in the formulation of corporate advertising plans and policy for the entire group of RKO General stations.

Mathes Appoints Two

J. M. Mathes Inc., New York, has elected Alfred E. Cox, treasurer of the agency, a vp. Mr. Cox joined Mathes as assistant treasurer when the agency was organized in 1933. Mathes also has named Edward J. (Ned) Garvey vp in charge of the soft goods and home furnishings division. With Mathes since 1955, Mr. Garvey left in March to join Lennen & Newell as a vp.

Lawrence, Toronto, Moves

Robert Lawrence Productions, Toronto, will open its new film and tape center at 38 Yorkville Ave. Oct. 6. The new studios will add tv programs and theatrical features production to its present tv commercial production facilities. Eastern Sound Co. will offer sound recording facilities on the premises.

Central Registry Names Two

J. Paul Young, circulation director of Conde Nast Publications, and J. Russell Tippett, circulation director of McCall Corp., have been elected chairman and vice-chairman, respectively, of the Central Registry of Magazine Subscription Solicitors, New York.

Tice to 'Virginia Foodsman'

Thornton M. Tice, formerly promotion manager for the *Roanoke Times* and *Roanoke World-News*, has been appointed editor of the *Virginia Foodsman*, Richmond.

Muckenhaupt to 'Look'

Peter Muckenhaupt, formerly with Deering, Milliken & Co., has joined the markets and merchandising staff of *Look*, New York.

How to put in a full day's work
...*before breakfast*

Quaker Oats has to get its work in before breakfast or it's too late. So Ad Director, Robert Macdonald, developed a philosophy anyone can use—"Do it now! Do it yesterday! But don't put it off until tomorrow!"

It's a formula that looks to the future and, for that reason, leads very naturally into selling more than just *product*.

Develop a personality.

Mr. Macdonald feels that incorporating public interest messages in product advertising is an excellent way to prepare today for tomorrow.

"It helps develop a friendly, likeable corporate personality," he says. "And this is just as important as building a favorable franchise for consumer product. A favorable corporate image makes it easier to get credit in financial circles, to attract reliable personnel and makes our own shareholders and employees feel that their company is unselfishly interested in the nation's welfare."

"And," adds Mr. Macdonald, "do it now, or it will be more difficult later."

What was done?

Mr. Macdonald asked his top management to get behind the Advertising Council . . . to incorporate Council public service projects in all advertising of Quaker Oats products.

Figures from October '56 through January '59 show how massive the program has been. Newspaper circulation carrying Quaker Oats ads in support of Council causes was 130,585,940; magazine circulation, 244,713,016; home impressions on TV and radio were 259,357,600 on network programs alone.

You can benefit, too.

You can help your company build a more favorable corporate image. Include Advertising Council drop-ins in your regular advertising; use a Council advertisement instead of "Compliments of a Friend" in your yearbook advertising; see that Council campaign posters are on bulletin boards in all your offices and plants.

The advertising materials—reproduction proofs, newspaper proofs and mats, posters, copy for radio and TV spots, etc.—are free. The current campaigns are:

Aid to Higher Education
Better Mental Health
Better Schools
*Crusade for Freedom**
Forest Fire Prevention
*Red Cross**
*Register, Contribute, Vote**
Religion in American Life
Religious Overseas Aid
Stop Accidents
*United Fund Campaigns**
*United Nations**
U. S. Savings Bonds

*Not year-round campaigns

For more information send in the coupon below, or call the Advertising Council branch office nearest you. Branches in Chicago, Los Angeles and Washington, D. C.

THE ADVERTISING COUNCIL, INC.,
25 West 45th Street,
New York 36, New York
Please tell me how to tie in with the Council.
NAME
COMPANY
ADDRESS

Whether you want to reach tool pushers or presidents, technical men or operating men, Petroleum Week can carry your advertising messages effectively, for all groups of buying influences are covered —with the largest paid circulation of any oil magazine. That's why more and more companies are placing more and more advertising in Petroleum Week in 1959.

Advertising in Petroleum Week means "oil industry" business as any advertising man who knows his business can tell you because men who read Petroleum Week mean business

Oil's Most Readable Magazine • A McGraw-Hill Publication • 330 West 42nd Street, New York 36, N. Y.

ABP | ABC

I. J. Segall Adds Condotti

Condotti Inc., New York, converter of cotton textiles for the apparel trades, has appointed I. J. Segall Advertising, New York, its first agency.

Skedgell Joins Shivell-Hall

Ralph E. Skedgell has joined Shivell-Hall Co., New York, as vp and creative director. Mr. Skedgell formerly was a creative account executive at Donahue & Coe.

The No. 1 Medium In The Rural South

GRIER'S ALMANAC

2,200,000 CIRCULATION AUDITED AND VERIFIED BY ABC

- Reaches Over a Million RFD Boxholders.
- Covers the South from Virginia to Texas.
- First in Prestige. Has been published for 154 years.
- Readership is intense and loyal.
- Every advertisement next to editorial matter.
- Stays in the home the year 'round.

Write, wire or phone for rates, closing date and detailed information.

GRIER'S ALMANAC
P. O. Box 1435
Atlanta, Georgia

LOAD OF LIRA—*John B. Canepa (right), president of John B. Canepa Co., and F. Denby Allen, sales manager of the Chicago macaroni and spaghetti company, present money bags containing Italian lira to Brink's Express guard, who delivered them to Chicago food store executives. A new Canepa promotion for its Red Cross products offered 64 lira or 10¢ on each package.*

Coupon Offers Lira to Purchasers of Red Cross Spaghetti

CHICAGO, Sept. 9—Lucky consumers will be able to save 64 lira if they buy Red Cross macaroni or spaghetti in the next few months.

John B. Canepa Co., maker of Red Cross macaroni products, will break a new advertising campaign in 42 daily newspapers in 38 markets starting Sept. 24. The two-column, full page-deep ads will contain coupons offering 64 lira or 10¢ off on the purchase of Canepa's products.

The Canepa company staged a teaser merchandising promotion for the trade during August. Food store buyers around the U.S. were informed by telegram (written in Italian) that they would soon receive 64 real Italian lira.

■ Several days later, each buyer received a cloth bag containing 64 lira and a letter explaining more about Canepa's advertising plans. In Chicago, the money bags were delivered by Brink's armored truck.

A total of 19,500 lira (about $30 in American money) was distributed. An ad in the Sept. 1 issue of *Food Mart News* also alerted the trade on the promotion. Lilienfeld & Co. is the agency for John B. Canepa Co. #

Dentinger Joins Mennen

Charles Dentinger, formerly with Wildroot Co., has joined Mennen Co., Morristown, N. J., as advertising manager. He succeeds Sylvester J. Cleary, recently named marketing services manager.

d'Oxylion Joins Roman Gold

Stephen Kelen d'Oxylion has been named advertising and sales promotion manager of Roman Gold, new New York import company dealing exclusively with Italy's fashion designers of gold jewelry. Mr. d'Oxylion is a sales promotion consultant to European manufacturers and importers headquartered in New York.

P&G Buys 'People's Choice'

Procter & Gamble Co. of Canada has bought ABC Films' "The People's Choice" for a 52-week showing on French-Canadian CBC stations. The comedy series stars Jackie Cooper. The P&G buy was made through F. H. Hayhurst Advertising Co., Toronto.

ARB Names Eckard

N. Gary Eckard has been appointed midwestern regional account executive to handle the Chicago office of American Research Bureau's station sales department. Mr. Eckard was formerly an ARB station sales representative in the Washington home office.

Lestoil Boosts Mocheski

Marion Mocheski has been appointed promotion director of Lestoil Inc., Holyoke, Mass. Mrs. Mocheski joined the company in 1957 as television promotion director and will continue these duties in addition to her new ones.

Granzen to 'McCall's'

William A. Granzen, formerly with *Parents' Magazine*, has joined the New York sales staff of *McCall's*.

AWRT Moves New York Office

American Women in Radio & Television has moved its New York headquarters to 75 E. 55th St.

PURSE SIZE—*To push its cotton balls, a purse-size package of Tussy Liquid Pearl is being offered by Bauer & Black with purchase of Curity or Pom-Pom cotton balls. The offer will be supported by color pages in Coronet, network and spot tv.*

McElhinney Joins Craig

John F. McElhinney has been named director of the creative department of Craig & Webster Advertising Agency, Lubbock, Tex. Mr. McElhinney was formerly with LeTourneau-Westinghouse Co.

'House & Home' Names Dawson

House & Home has appointed Dawson Co., 1206 Chamber of Commerce Bldg., Miami, southern states sales representative.

PHOTOPOLYMER PLATES?

YES . . . WE MAKE THEM!

We also make every other kind of letterpress printing plate.* So . . . at P-H-P, *one of America's most complete graphic arts organizations*, you don't get a biased sales pitch on one particular kind of plate. Instead, you get a recommendation *for the kind best suited* to your job! For information on all of our plates and all of our services—which give you *one-point control around the clock for your entire production*, from composition to plates and mats—phone or write your nearest P-H-P office.

*YOU CAN GET ALL THESE PLATES AT P-H-P

"Dycril"† Plates; Hanson Electros, mounted, unmounted, curved to fit any size rotary press; Hansontypes; Progress White Metal Plates; Progress Plastic Ad Plates; Progress Plastic Curved Plates; Progress Plastic Book Plates; Progress Rubber Plates; and, of course, Progress Direct-Pressure Thermo Mats and Cold Mats, and Progress R.O.P. Color Mats.

†Du Pont's trademark for its Photopolymer Printing Plates.

The PROGRESS • HANSON • PROGRESSIVE Group
ONE OF AMERICA'S MOST COMPLETE GRAPHIC ARTS ORGANIZATIONS

PROGRESS Plate Making Company
923 Filbert Street, Phila. 7
WAlnut 2-0447

HANSON Electrotype Company
9th & Sansom Streets, Phila. 7
WAlnut 2-5567

PROGRESSIVE Composition Company
9th & Sansom Streets, Phila. 7
WAlnut 2-2711

SALES OFFICES: NEW YORK MU 2-1723 • NEWARK MA 3-5334 • WILMINGTON OL 5-6047 • LANCASTER EX 4-1675 • BALTIMORE SA 7-5302 • WASHINGTON EX 3-7444 • RICHMOND MI 4-2771

"I don't know who you are.

I don't know your company.

I don't know your company's product.

I don't know what your company stands for.

I don't know your company's customers.

I don't know your company's record.

I don't know your company's reputation.

Now—what was it you wanted to sell me?"

MORAL: Sales start before your salesman calls—with business publication advertising.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y.

'This Week' Boosts Neale

Richard L. Neale, assistant to the president of *This Week Magazine*, has been named director of promotion, public relations and publicity, succeeding Edward Diehl, who resigned.

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing, fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 25 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Metro Group Still Commands Top Page Price as Media Costs Zoom

(*Continued from Page 3*)

Sept. 13, are $30,370 per b&w page, $38,750 for a four-color page and $77,500 for a color spread.

• *Parade* gets $29,615 for a b&w page, $37,735 for a four-color page and $75,470 for a color spread, effective Oct. 4.

In 1953, rates shaped up like this: *This Week* got $27,240 for a b&w page, $33,155 for a four-color page and $66,310 for a center spread in four colors. Rates for the same units in *American Weekly* were $23,000 for b&w page, $28,250 for four-color page, and $56,500 for a four-color spread. *Parade* charged $13,250 for a b&w page, $16,625 for a page in four colors, and $32,675 for a four-color center spread.

• *Reader's Digest*, which didn't accept any advertising until April, 1955, is already one of the highest-price publications in the field. To buy the *Digest's* formidable 12,000,000 circulation (effective in January), an advertiser pays $36,250 for a b&w page, $40,250 for a four-color page, $63,500 for a b&w spread and $71,000 for a spread in four colors.

• *Life*, which got $19,200 for a b&w page in 1953, will get $29,375 for the same unit when new rates go into effect Feb. 15. *Life's* charge for a b&w page now exceeds its 1953 price for a page in four colors, which in '53 was $28,000 and—effective in February—will be $44,400. For spreads, *Life* in 1953 charged $37,248 for the b&w, $56,066 for four colors. Effective Feb. 15, the charge for spreads will be based on twice the single page rate, less a 3% discount—or $56,987.50 for b&w and $86,236 for four-color spreads.

Life's circulation has gone from 5,200,000 in January, 1953, to 6,500,000 for February, 1960 (not in January, '60, erroneously reported in Advertising Age last week as the effective date of the new guarantee and rates).

• *The Saturday Evening Post*, effective Oct. 10, will get $26,145 for a b&w page and $38,975 for a page in four colors. Rates for b&w and color spreads are double the regular page rates, with no discount offered, or $52,290 for b&w and $77,950 for color.

This compares with April, 1953, rates of $14,670 for a b&w page, $21,785 for four color page, $29,340 for b&w spread, and $43,570 for a spread in four colors. The *Post's* circulation has climbed from 4,000,000 in April, 1953 to 6,000,000, effective in October.

• *Look*, which got $11,440 for a b&w page in 1953, gets $25,740 for the same unit, effective with its Feb. 16 issue. Cost of a four-color page was $17,130; it will go to $38,720 in February. Spreads in 1953 cost $22,880 for b&w and $34,260 for four colors, compared with *Look's* latest charge of $51,480 for b&w and $77,440 for color spreads. *Look's* guarantee has gone from 3,250,000 in 1953 to 6,000,000 with the Feb. 16 issue.

RECIPES—*This is the cover of a 12-page removable insert which will run in the Oct. 24 issue of TV Guide for Southern Comfort. Krupnick & Associates, St. Louis, is the agency.*

■ In television and radio, figures are somewhat comparable, but vary considerably because of a complicated schedule of discounts offered advertisers in the broadcast media.

On a purely dollars and cents basis, costs in broadcasting shape up like this: For one hour of prime network time on CBS-TV, an advertiser can buy about 196 stations on a one-time basis for $128,500, while a buyer on a 52-week schedule can get the same time for $96,390.

NBC-TV gets $127,000 for a choice nighttime hour (195 stations) on a one-time basis; it charges $99,130 for the same lineup on a 52-time basis. For an hour of choice time on ABC-TV (124 stations), a one-time advertiser pays $90,600. For a 52-week schedule, the ABC tab is $66,138.

■ Back in 1953, CBS Television's price for a choice nighttime hour on a one-shot basis was $60,000, with regular sponsors which used the network's full lineup of 75 stations paying a good deal less per week, what with station hour discounts, annual discounts, etc.

A one-hour shot in prime evening time on NBC-TV's network of 71 stations cost $57,425 in 1953, with a variety of discounts offered regular advertisers.

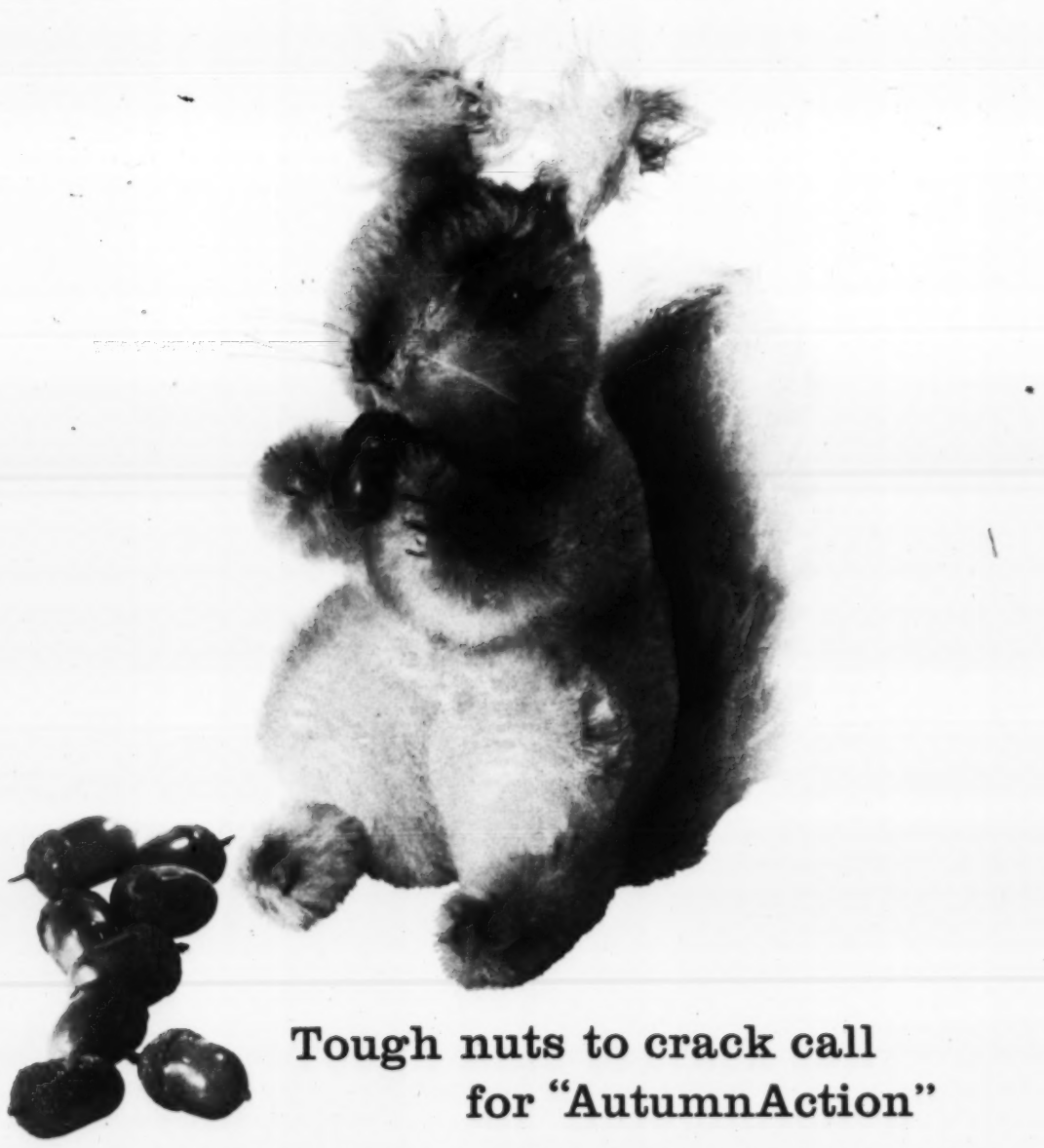
■ Costs of outdoor advertising also have gone up since 1953. Six years ago a No. 100 poster showing in the U. S. cost $559,422 for 25,075 posters. Today, nationwide poster coverage (a No. 100 showing, 26,117 posters) costs $820,075. #

Weiss Joins B-N-B

B-N-B Inc. Time Sales, radio station representative, has appointed Lane Weiss manager of its San Francisco office. He was formerly with *Radio-TV Guide* as San Francisco sales manager and with Forjoe Co. in San Francisco.

Puffer Moves Offices

Charles O. Puffer Co., Chicago agency, has moved to larger quarters at 155 E. Ohio St.



Tough nuts to crack call for "AutumnAction"

Fall promotion plans for your product got you up a tree? Don't bury the problem and wait till winter. If yours is a big-ticket item, health or food product, consider these facts about ABC's great "AutumnAction" promotion . . .

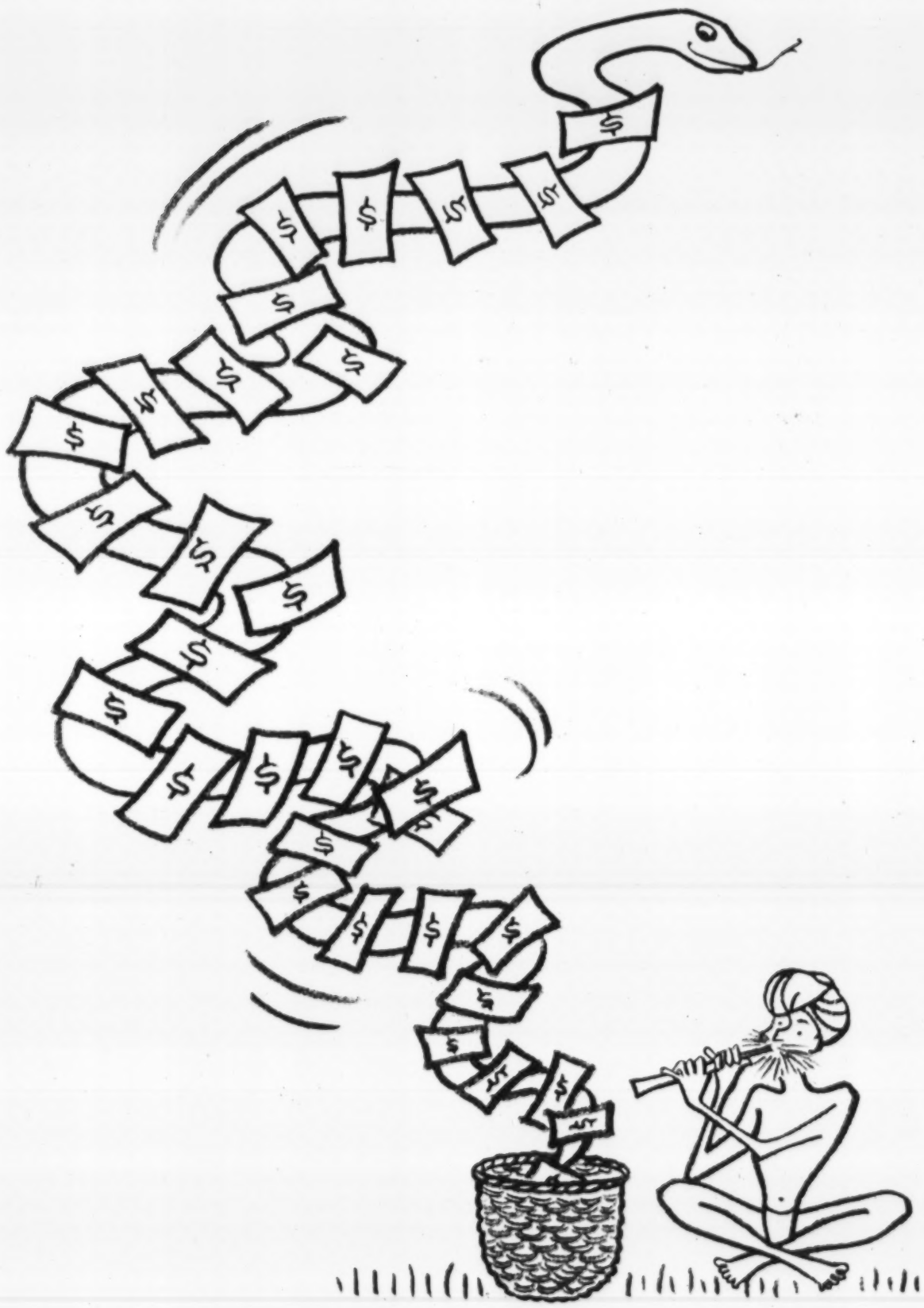
1. Your commercial is next to editorials on your *type* of product, to build listener "wants" – leaving all your commercial time for selling *your* brand. You get support in other time spots, too.

2. You get ABC's "4-Most" Marketing Plan, a complete, coordinated merchandising package, covering all market groups essential to the successful promotion of your product.

That's "AutumnAction" in a nutshell. And all for the lowest cost per thousand in any national medium. (You can continue your campaign to Christmas at a discount for the extra period.) For full information on "AutumnAction," write or call:

ABC RADIO NETWORK
7 W. 66th St., New York 23, N. Y., SUsquehanna 7-5000

A reprint of the above illustration, suitable for framing, is available on request.



How to plus profits by the millions!

It isn't necessary to be a "charmer" or a mystic to send sales volume climbing and to play a merry tune on retail cash registers ringing up increased profits.

For maximum sales at greatest profit your advertising program should concentrate a heavier *Sunday Punch* in the First 3 markets of New York, Chicago and Philadelphia, where the average 1958 Effective Buying Income per household was 28% greater than the average for the remainder of the nation. This super-abundance of buying power provides the basis for the average First 3 market household to spend 10% more money for All Retail purchases, 18% more for Food, 24% more for Furniture, Furnishings and Appliances, and 84% more for Apparel than the average household in the rest of the United States.

Within these most profitable sales areas, the family coverage of General Magazines, Syndicated Sunday Supplements, Radio and TV thins out. In order to plus profits by the millions in the 3 great markets, and sell *more* where *more* is sold . . . *there is no substitute* for FIRST 3 MARKETS' solid 55% COVERAGE of all families.

THE GROUP WITH THE SUNDAY PUNCH

FIRST 3 MARKETS GROUP

ROTOGRAVURE • COLORGRAVURE

New York Sunday News Coloroto Magazine

Chicago Sunday Tribune Magazine

Philadelphia Sunday Inquirer "Today" Magazine

NEW YORK 17, N.Y., News Building, 220 East 42nd Street, MUrray Hill 7-4894 • CHICAGO 11, Ill., Tribune Tower, SUperior 7-0043 • SAN FRANCISCO 4, Calif., 155 Montgomery Street, GArfield 1-7946 • LOS ANGELES 5, Calif., 3460 Wilshire Boulevard, DUnkirk 5-3557

Williams & London Adds One

The State Board of Agriculture, Trenton, N. J., has appointed Williams & London Advertising, Newark and New York, to handle advertising for the New Jersey Apple Industry Council during the coming year. The council, a unit of the state department of agriculture, was created in June by a state law.

Oldsmobile on CBS Radio

The Oldsmobile division of General Motors Corp. will sponsor "Lowell Thomas & the News" on CBS Radio for 52 weeks, beginning Sept. 28. The buy was made through D. P. Brother & Co., Detroit.

WTRF-TV STORY BOARD

One of our recent Story Board anecdotes reminded Leon Henderson, of New York's Swanson & Dalzell, of a similar story which involved the beloved Heywood Broun.

During the depression, Broun, who had a reputation as a soft touch, was approached by a bum with a request for a quarter with which to purchase a cup of badly-needed coffee. Heywood gave the two bits with the admonition, "Wouldn't you make out better if you asked for a dime for coffee?"

Whereupon the mendicant drew himself up haughtily and demanded, "Who are you to tell me how to run my business?"

● A deep, low bow to Mr. Henderson. Here at WTRF-TV we don't try to tell anyone how to run their business, just how to improve it. For example, a WTRF-TV spot schedule beams out into a 36-county area where 2 million people have a spendable income of $2½ billion annually. The George P. Hollingbery folks can tell you how these people mean business for you.

CHANNEL SEVEN ● WHEELING, WEST VIRGINIA

TREATS, NOT TRICKS—*Curtis Candy Co., Chicago, will run this color spread in This Week Magazine and Parade Oct. 25. Supplemental ads will appear in other Sunday sections. Two-color half-pages and four-color pages will appear in newspapers Halloween week. Clinton E. Frank, Chicago, is the agency.*

Eureka to Use Supplements, Spot TV, Co-Op This Fall

Eureka Williams Corp., Bloomington, Ill., will use Sunday supplements, spot tv and co-op newspaper advertising to promote its vacuum cleaners this fall. The theme will be "the cleaner with the beating action of an upright plus the convenience of a canister." Always a heavy newspaper user, Eureka will put the major share of its fall budget into supplements, using color half-pages in *Family Weekly*, *Parade* and *This Week Magazine* in the U.S., and *Week End* in Canada. The nine-week campaign will start Sept. 27 in *This Week*.

Tv spots will be aired in 10 markets: New York, Newark, Boston, Washington, Philadelphia, Detroit, Chicago, St. Louis, Los Angeles and San Francisco. A co-op newspaper campaign for Eureka's 10,000 dealers will also begin in September. Trade ads, starting Sept. 21, will run in *Electrical Merchandising*, *Home Furnishings Daily* and *Mart*. The agency is Earle Ludgin & Co., Chicago.

Oster Buys ABC-TV Special; Offers Tie-In LP Album

John Oster Mfg. Co., Milwaukee, will sponsor an hour special, "Golden Circle" on ABC-TV Thanksgiving eve, Nov. 25, at 10 p.m., EDT. The show will star Steve Lawrence and Eydie Gorme in a presentation of popular songs. Dealers can tie in with the tv show by offering consumers a hi-fi lp album featuring the singing couple with the hit songs of the show. The album, which retails at $4.98, will be available to consumers for $1 with the purchase of any Oster appliance. With a minimum order of six appliances, dealers will be able to buy the album from Oster for 60¢ each.

For three weeks following the tv special, Oster will run fractional ads in about 50 newspapers in 31 major markets. Dealers also will be supplied with point of sale displays. The advertising was placed through Brady Co., Appleton, Wis.

Flamingo Adds 5 Salesmen

Flamingo Telefilm Sales, New York, tv film producer and distributor, has added five representatives to its syndicated sales division. They are John Fugate, formerly general manager of KATV, Little Rock, who will cover Louisiana, Alabama, Mississippi, Tennessee and Arkansas; Robert Thorne, previously with WLWA, Atlanta, who will service Maryland, District of Columbia, Virginia and North Carolina; Barney Mackall, formerly with Official Films, who will open a new office for Flamingo in San Francisco and will cover Oregon, Washington, Idaho, Utah, Montana, Wyoming and northern California; George Gilbert, previously with ABC Radio, who rejoins Flamingo to represent it in Michigan, Ohio and West Virginia, and Stan Byrnes, with tv stations in Nevada and Arizona before his recent stint in the Army, who will headquarter in New York.

Frederick-Clinton Adds One

Sally Hansen Inc., New York, manufacturer of Hard as Nails liquid protective coating for nails and other nail-care items, has appointed Frederick-Clinton Co., New York, to handle its advertising.

Randi Crystal to Jamian

Randi Crystal, formerly copy chief and account executive with Harriet Romain Advertising, has joined Jamian Advertising & Publicity, New York, as exec vp.

John W. Forney Buys Minneapolis Office of Brewer

Adds $1,500,000 Billing; Krause Starts Own Shop With 2 Brewer Accounts

MINNEAPOLIS, Sept. 9—John W. Forney Inc. has purchased the Minneapolis office of Bruce B. Brewer & Co. The Brewer agency is headquartered in Kansas City, Mo.

John W. Forney, president of the Forney agency, said the acquisition will about double the business and personnel of his agency.

Number of employes will be increased from 23 to a total of 43 in the new operation. It is estimated that billings of nearly $2,000,000 a year by the Forney agency will be increased to more than $3,500,000 a year.

■ William Krause, formerly with Brewer as an account supervisor, will set up his own agency to handle American Crystal Sugar and Red Star yeast—both formerly Brewer accounts.

Other Brewer partners in Minneapolis—L.M. Booton and William Bryngleson—will join the new Forney agency.

Accounts that will move to the new Forney operation as a result of the acquisition include Cargill Inc. and Nutrena Mills, a Cargill subsidiary; Lutheran Brotherhood Insurance; J. R. Clark Co., manufacturer of Rid-jid ironing boards, and Faribo Woolen Mills, Faribault, Minn.

Present Forney accounts include Great Northern Railway, Western Oil and Fuel Co., Sweetheart Bakeries of Bismarck, N. D., and Russell Miller Milling Co. #

Avery-Knodel Adds WWTV; Moves Detroit Office

Avery-Knodel, radio-tv station representative, has been named to represent WWTV, Cadillac, Mich., formerly handled by George P. Hollingbery Co. Avery-Knodel has moved its Detroit offiec to 2226 Guardian Bldg.

Leonard & Preston Bows

Leonard & Preston Advertising, Davenport, Ia., has opened offices at 902 W. Kimberly Rd. The principals are Bill Leonard, owner of Leonard Advertising, and Sam A. Preston, formerly vp of Sperry-Boom Advertising.

First in the SOUTH

Jackson, Mississippi has consistently held the top spot among Southern cities in Sales Management's list of "Best Markets". (It's in 4th place nationwide, too.) Check your own economic indicators and you'll find Jackson high on every list . . . So . . . if you want business where business is being done—place your sales message in Mississippi's two top newspapers. Reach the most homes at the lowest milline rate.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

Parets Frank Mackie

GIVING IT THE HARD EYE—*One of the posters to be used by Melrose Distillers Co., a unit of Schenley Industries, for Long John scotch this fall, was approved recently by John Mackie, board chairman of Long John Distilleries, Glasgow, Scotland, and a director of Schenley Industries, while visiting New York. Shown with him are Ed Parets, advertising director, and Eugene Frank, president and sales manager of Melrose. Kleppner Co. handles the brand.*

Barrage where it does most good!

Now it will soon be possible to put a barrage of advertising in specific markets, win customers, friends, and sales . . . do selective—local—selling, for the first time in a quality farm magazine!

SUCCESSFUL FARMING, effective with the January 1960 issue, will offer twenty State and Regional editions, plus the National edition. The advertiser chooses the combination which best fits his plans.

The new flexibility enables advertisers to concentrate sales effort where additional selling effort is needed, back up local and regional salesmen, dealers and distributors, intensify impressions.

You can list dealers, gain the advantage of personalized selling, and enjoy a new merchandising tool.

The new SF editions will also fit the needs of sectional advertisers, department stores, local industry, be an important step to broader distribution and expansion.

Advertisers in the State and Regional editions will get all the assured advantages of SUCCESSFUL FARMING — its unique editorial *influence* which opens doors for the salesmen, heightens receptivity and response . . . its friendship and warmth, won by 57 years of service, helping subscribers earn more money, live better.

You'll get the same fine reproductions, quality visual presentation, longer life — SUCCESSFUL FARMING is a service manual, kept, read, and referred to continually on practical problems.

The SF farmer has a big farm, averaging 336 acres, and getting bigger — today is 50% larger than in 1945.

Of major importance in agriculture, the SF audience has 41% of all U.S. milk cows, sells 47% of all cattle and calves, and 62% of all the nation's hogs and pigs.

SF readers have money and means. For more than a decade, the average estimated annual cash farm income of SF farm subscribers has been around $10,000, and in 1958 reached $12,120.

Your advertising in the SF State and Regional editions, in the National edition, or in a combination of both, gets respect and results. No other medium can match the productivity of SUCCESSFUL FARMING among the nation's top farm families.

Make your plans now — for the best sales opportunity of 1960.

The nearest SF office will gladly tell you more.

Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.

20 State & Regional Editions of Successful Farming — in January 1960

Edition	States	*Circulation	B&W Pg. Rate
1	Iowa, Illinois, Indiana, Nebraska, Minnesota, Wisconsin	608,297	$3,955
2	Illinois, Indiana	218,956	$1,860
3	Iowa	128,670	$1,160
4	Minnesota	116,748	$1,050
5	Nebraska	67,646	$ 625
6	North Dakota, South Dakota	82,225	$ 760
7	Wisconsin	76,277	$ 705
8	Iowa, Illinois, Indiana	347,626	$2,780
9	Iowa, Minnesota	245,418	$2,085
10	Iowa, Nebraska	196,316	$1,720
11	Minnesota, Wisconsin	193,025	$1,690
12	Minnesota, North Dakota, South Dakota	198,973	$1,740
13	North Dakota, South Dakota, Nebraska	149,871	$1,350
14	Illinois, Indiana, Ohio	320,412	$2,565
15	Iowa, Minnesota, North Dakota, South Dakota, Nebraska	395,289	$3,065
16	Iowa, Illinois, Indiana, Wisconsin, Minnesota	540,651	$3,785
17	Illinois, Indiana, Ohio, Wisconsin, Michigan	464,985	$3,370
18	North Dakota, South Dakota, Nebraska, Kansas	217,241	$1,850
19	Iowa, Nebraska, Kansas, Missouri	339,268	$2,715
20	Middle Atlantic, New England	138,385	$1,245

*A.B.C. Publisher's Statement 12/31/58

Successful Farming . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

IDEAS

...worth their weight in gold!

Cash in on ideas others have used and profited by! *Selling* ideas—*promotion* ideas—*advertising* ideas created by America's most successful businesses. Selected by BRIEFED every month from 40 or more of the country's leading business and trade publications. 100 or more valuable, sales-tested ideas per issue—over 1000 per year. Ideas that can be profitably adapted to *your* business! The nation's top executives read BRIEFED *regularly*. Follow the leaders—get BRIEFED and be briefed on what sells. Only $10 for 12 idea-packed issues!

briefed

FOR THE BUSY EXECUTIVE

400 Madison Ave. (Dept. A1) New York 17, N.Y.

More Corporate Image Advertising, More Impact Ads Foreseen by Hesse

Schenley Veteran, Ex-Adman Resigns to Become Consultant

NEW YORK, Sept. 10—"Major changes in marketing and advertising are in the making. The trend toward more mergers, development of new products, and greater diversification is going to continue at a faster pace in American industry.

"This trend will lead to a broader use of 'umbrella type' advertising of multiple products and to new concepts of institutional advertising in order to present the 'Corporate image' to the public more clearly and forcefully.

"We can also expect more specialization of media, further advances in regional and split runs by publications, more dependence on large-space, impact techniques."

These are some of the ideas of one of the most widely known advertising men in the liquor industry, Seymour D. Hesse, who recently resigned as co-ordinator and administrator of all Schenley Industries' advertising and promotion budgets (AA, June 8).

Seymour D. Hesse

He will continue to serve Schenley in a consulting capacity, and also will make his marketing and consulting services available to others.

But he is not going to open an office. He is opposed to what he calls "an outside staff" for consultive work.

"The function of a consultant," he says, "is to help, not displace, others. He must learn to listen and listen to learn the meaning of undertones."

He believes he can best serve a client by working directly with a company's executives on its own premises, and by "generating a cooperative, rather than a competive, relationship."

■ Si Hesse, as he is generally known to people in the liquor industry and along Madison Ave., learned the techniques of marketing, as he says, "by working at them." At one time or another he has worked on every side of the business pyramid—retailing, wholesaling and manufacturing.

Born in New York, Sept. 9, 1901, he was graduated from Commerce High School and started his career in the buying department of J. H. Mack Corp., a chain of retail variety stores. Later he traveled for the chain and supervised the opening of out-of-town stores. After eight years with Mack, Mr. Hesse took a similar job with Schulte United Co. for two years, before joining Schenley in 1934 as a sales promotion specialist in the company's monopoly states division. About a year later he was named Schenley's advertising and sales promotion manager, and continued in that position until 1945 when he bought an interest in Peck Advertising Agency and became a vp and account executive.

Three years later, in 1948, Mr. Hesse returned to Schenley as its advertising director. The following year, when Schenley's Melrose, Three Feathers and Gibson divisions were merged into the Melrose Distilling Co., Si Hesse was made president and given the job of welding the units together.

■ In 1952 he was named vp and a director of Schenley Industries and appointed coordinator and administrator of all Schenley advertising. He retired this year, for reasons of health and to enjoy some foreign travel.

Discussing some of the current trends in the liquor industry, Mr. Hesse said he believes lower proof in distilled spirits will continue to gain public favor, that showmanship in promotion and advertising will become more of a factor, and that more attention will be given in the future to merchandising liquor advertising more effectively. There is also a strong possibility, he said, that state liquor regulations will be made more uniform, in the interests of clarification and more effective marketing.

■ Speaking of packaged goods generally, Mr. Hesse said that "the introduction of new products in the 1960s, with the inevitable mortality of many old products, will open up a new era in packaging. New materials will be introduced, new uses of color and design, and I am sure we will see packaging tied more closely to advertising.

"The new marketing challenge," he said, "should give advertising agencies new opportunities for more dramatic and dynamic advertising.

"The fight for new product acceptance will be fierce, and competition at the local level will be intense; for while the consumer market will be ready, and even eager, to accept the new for the old, product position will have to be won and held in the face of the stiffest competition imaginable.

■ "Consequently," Mr. Hesse continued, "public acceptance of the corporate image is likely to become an increasing responsibility of management. We are likely to see a protracted perod during which new corporate symbols will appear, campaigns will be launched aimed at humanizing the corporation, and, in some instances, there may be changes in long established corporate titles.

"The shareholder will become more important as a local ambassador of good will for the corporation and its products, and communication between management and shareholders will be put to better use—made more productive, for mutual benefit. With the steadily increasing number of shareholders in the U.S., this is a new and fertile field.

■ "The rapidly changing distribution pattern," Mr. Hesse said, "is changing many things in our way of life. The general store gave way to the supermarket. Today, the supermarket is giving way to the community shopping center." #

. . . and now . . .

the most penetrating image study of New England radio!

RADIO STATION WHDH-BOSTON HAS JUST PUBLISHED THE RESULTS OF A RADIO AUDIENCE IMAGE STUDY CONDUCTED IN THE NEW ENGLAND 25 COUNTY WHDH COVERAGE AREA.

The Audience Image Study has been completed by Pulse, Inc. of New York, one of the nation's largest, most respected research organizations, and is the first of its kind ever undertaken in the New England market.

Eight thousand New England families were surveyed by Pulse, Inc. in a 1959 WHDH area study, and a representative sample of one thousand men and women 15 years of age and older were interviewed in depth in an effort to measure the character of the radio audiences of six leading Boston radio stations.

The intense national interest in "ratings" and the great need for more definitive information regarding radio audiences should make this WHDH report one of the most widely read studies in the history of New England radio.

To **WHDH** Dept. 1
6 St. James Avenue
Boston 16, Mass.

Please send me a copy of the WHDH Audience Image Study.

Name _____

Address _____

City _____ *State* _____

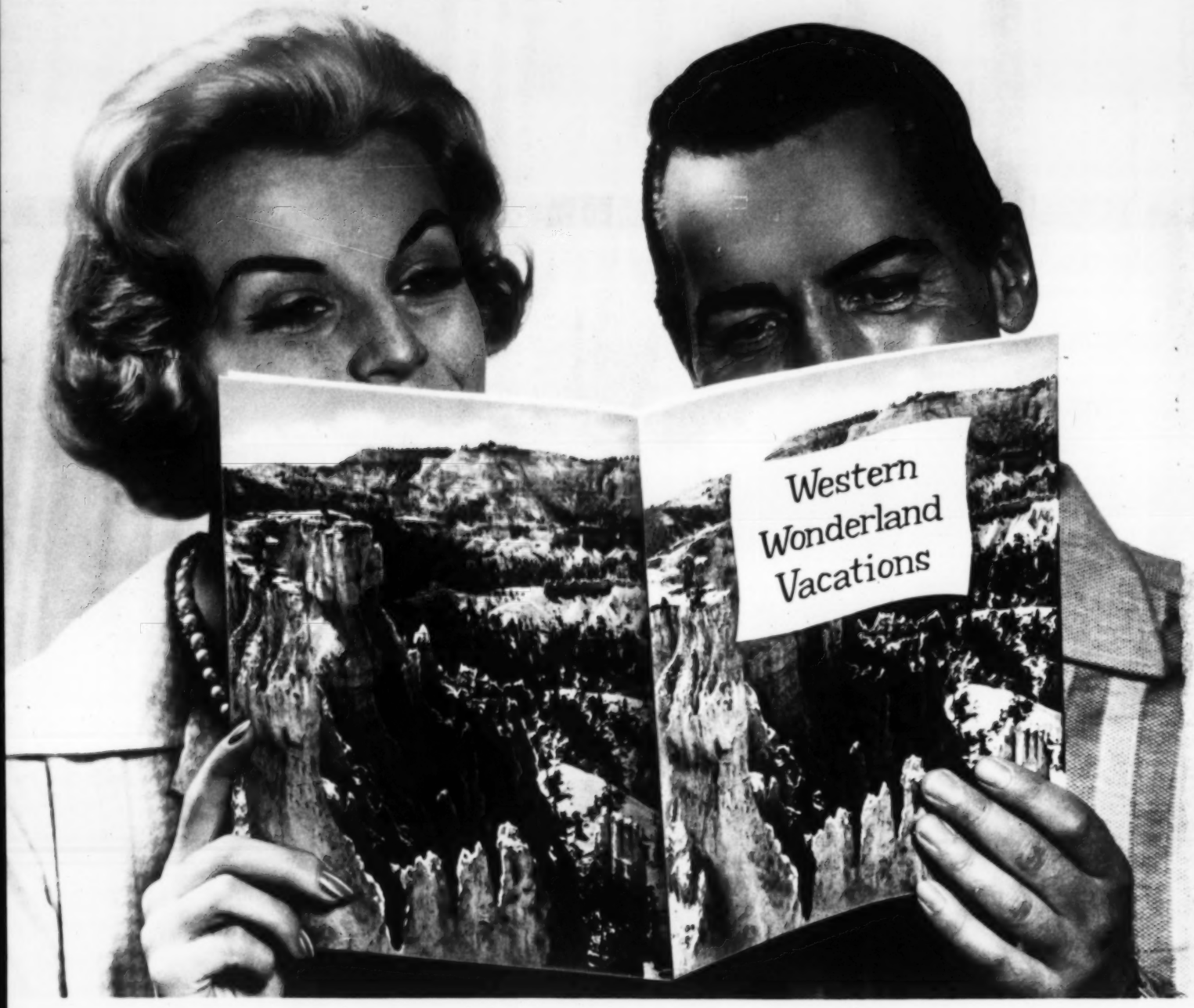
WHDH
50,000 WATTS • BOSTON

Represented nationally by John Blair & Company

REPRODUCED IN 4 COLORS BY OFFSET LITHOGRAPHY ON TICONDEROGA OFFSET. BASIS 80. SHEET SIZE 39 X 59. PRINTED 18 UP AT 4,000 IPH.

Doesn't this make you want to pack your bags and go?

This striking reproduction of a photograph by Robert Chase is printed on Ticonderoga Offset, one of America's new *first family of fine papers* by International Paper. →



Your good printing—on our good International Papers—can speed millions on their way to faraway places

ON THIS INSERT we demonstrate the two best reasons for using Ticonderoga Offset. On the other side, the flashing *four-color* reproduction. On this side, the needle-sharp reproduction in dramatic *black and white*.

Notice how *true to life* the colors are. That's the result of Ticonderoga Offset's new improved shade of true white. See how evenly the colors are distributed. That's the result of Ticonderoga Offset's remarkably *level* surface.

For outstanding press performance and beautiful results—especially where economy is a factor—you just can't do better than Ticonderoga Offset. Leading offset lithographers the country over agree that Ticonderoga Offset is ideal for brochures, catalogs, cook books, pamphlets, prospectuses, annual reports, envelope stuffers, broadsides—and mailing pieces of all kinds.

Ticonderoga Offset is now available in a new improved *true white* in 10 sizes and five weights, standard finish. Seven fancy finishes to order.

Ask your paper merchant for the new sample book of Ticonderoga Offset and information concerning the other top-quality printing papers in International Paper's new *first family of fine papers*.

Fine Paper Division **INTERNATIONAL PAPER** New York 17, N. Y.

'Chicago News,' 'Sun-Times' Sponsor the Bard on WFMT

CHICAGO, Sept. 9—Two major Chicago dailies—the *Sun-Times* and the *Daily News*—will sponsor a series of 10 plays by Shakespeare on WFMT, an fm station, during the 1959-'60 season.

The plays—taped recordings of performances by the Old Vic Co., the Dublin Gate Theater and the Marlowe Society of Cambridge—will appear the first Sunday of each month. Alec Guinness, Claire Bloom, Sir John Gielgud and Alan Badel will be among the stars featured.

The newspapers will alternate sponsorship and no commercials will be presented during the performance. They are offering the programs as a public service and only short institutional announcements will be made. Chicago-area school teachers will receive special guides to help them implement students' listening to the shows.

■ Before each program the newspapers will publish summaries of the plots, the casts of characters and lists of acts and scenes for each production.

The plays will be presented in their entirety, without deletions and cuts. A full performance of "Hamlet," for example, can run anywhere from three and one-half to four hours.

The newspapers will pay WFMT a premium of 100% over the station's regular rate for broadcast time.

The time was bought by the Chicago office of Batten, Barton, Durstine & Osborn. #

Sell Dailies Only at Published Price, Court Tells Dealers

BRIDGEPORT, CONN., Sept. 10—A superior court judge has issued an injunction preventing news dealers here from charging more than the published price for a newspaper.

In a decision involving the Bridgeport Herald Corp. and members of the Lower Fairfield County News Dealers Assn., Judge Thomas E. Troland issued a cease and desist order after the publisher complained that dealers were charging more than the published price of 20¢ an issue for the *Bridgeport Sunday Herald*. The order was in the form of a temporary injunction.

The *Herald* hailed the decision as "the first judicial recognition of the principles that a publisher of a newspaper or periodical has the sole and exclusive right to fix the retail newsstand sale price of a newspaper and to compel the retail newsstand dealer to observe and maintain the price established." #

Parker Pen's Quink Jingle Is a Hit in Brazil

Parker Pen Co., Janesville, Wis., reports that its Brazilian distributor, millionaire Joseph G. Portela, has had such success with a radio jingle for Quink ink that Columbia Records in Brazil is pressing the jingle as a popular record. The jingle has been used for the past two years and Parker says it has helped the distributor capture a phenomenal share of the Brazilian ink market—92%! The composer of the jingle works for J. Walter Thompson Co. in Rio de Janeiro.

Van Arsdale & Vander Voort Agency Bows in Sarasota

James K. Van Arsdale and John M. Vander Voort have opened a new agency, Van Arsdale & Vander Voort Advertising, at 314 John Ringling Blvd., Sarasota. Mr. Van Arsdale formerly was with C. W. Broun Advertising and the *Sarasota News*. Before moving to Sarasota 18 months ago, he was head of the Louisville office of Advertising Distributors of America, a direct mail company, and before that was assistant to the advertising director of the *Washington Post*.

Mr. Vander Voort was associate editor of *Golf World* until this spring when he moved to Sarasota.

Don Kemper Names Aberg Media Head, Shifts McGonigle

Don Kemper Co. has appointed Marjorie Aberg media director of the Chicago office and has created a roving creative assignment for Betty McGonigle, formerly creative director of the Dayton office. Miss Aberg most recently was media and research director of Wentzel, Wainwright, Poister & Poore, now Wentzel and Fluge. She also has been with Wherry, Baker & Tilden and McCann-Erickson.

Miss McGonigle, with Kemper for seven years, will handle specific creative assignments in all three Kemper offices.

Ac'cent Introduces New Package for Sauce-Quik

Ac'cent-International, a division of International Minerals & Chemical Corp., Skokie, Ill., is now offering its Sauce-Quik, all-purpose sauce base, in 4 lb. metal cans in contrast to the former 2 lb. paper carton. Features of the new container, developed and produced by Continental Can Co., include a reclosable top.

Two Name Kennedy-Hannaford

Norsco, San Francisco and El Cerrito, Cal., sole U.S. importer of the Norsco wall-furniture system, designed and manufactured by the Bruksbo Group of Norway, has appointed Kennedy-Hannaford, Oakland, to handle its advertising. Courtesy Cleaners, Oakland and Alameda, has also named Kennedy-Hannaford to handle its advertising.

Myers to Arvin Industries

Francis J. Myers, formerly in the market research departments of Gillette Co. and General Electric Co., has joined Arvin Industries, Columbus, Ind., as assistant director of marketing and product research. He will handle marketing and product research for both the consumer and automotive products divisions of Arvin.

Galbraith-Hoffman Adds One

Crown Colony Ltd., New York, manufacturer and importer of products from the British Crown Colony of Hong Kong, has appointed Galbraith-Hoffman Advertising, New York, as its advertising agency.

Tv-Radio Transcripts Expands

Television & Radio Transcripts, New York, has expanded its monitoring service to 20 key markets, with more expected to be added soon.

AMERICAN JUDGING AGENCY

would like an opportunity to discuss handling your next contest.

Post Office Box 12443
Houston 17, Texas
Telephone
Mission 4-4371

SOME "APPROACHES" TO SALES AND ADVERTISING MANAGEMENT

The "Whirling Dervish" Approach. Breakfast in Flagstaff . . . lunch in Tacoma . . . dinner in Boston. Earns "E for Effort."

The "Admiral Farragut" Approach . . . very dramatic "Drat the torpedoes, etc." It is always a jim-dandy when it clicks!

The "Rodin's Thinker" Approach. Requires Einsteinian cerebration. Splendid prerequisite for a Featured After-Dinner Speaker.

The "Rumor" Approach. Tremendous suspense and loads of fun. Everyone from the new, temporary office boy can participate.

The "Labor-Conquers-All" Approach. Best for autobiographical purposes, especially if subject was born in a Missouri log cabin.

The "ACB" Approach. Observe the advertising support of retailers—your own and competitive in 1,393 major market centers.

Why the "ACB Approach" makes sense to more than 1,100 companies

ACB Services remove much of the uncertainty and "lost motion" for sales and advertising men.

The condensed factual information contained in these Reports points out strong and weak spots in distribution, sales effort and dealer loyalties, as evidenced by newspaper advertising.

ACB reads every daily/Sunday newspaper advertisement published. As it reads, it "flags" the ads that an ACB client has specified as being of value. Then it tabulates the size and content of these ads into concise reports, if so ordered.

A few minutes with an ACB Report will reveal all the advertising activities of every jobber, retailer or salesman—your own or competitive—in the 1,393 market centers of the country.

Thus, you obtain a clear, coherent picture of what is taking place in each city. For here, hidden from you by a curtain of distance, more money is spent in daily/Sunday newspapers than in magazines, television, radio and outdoor advertising combined!

ACB Report Services are completely factual. They are upwards of 95% complete and accurate. They reach you promptly. They are used by more than 1,100 firms—large and small. The costs of these services are moderate and so divisible that no one is "priced out."

See our 48-page free catalog describing all 14 ACB Services. Or, contact our office nearest you.

ACB

The **ADVERTISING CHECKING BUREAU, INC.**

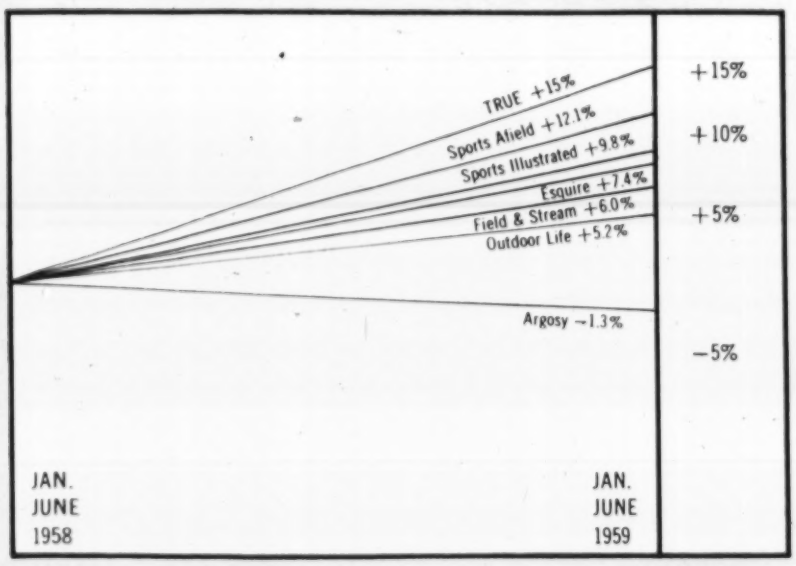
New York (19) 333 Park Ave. South • Chicago (3) 10 S. Michigan Ave.
Columbus (15) 20 South Third St. • Memphis (3) 161 Jefferson Ave.
San Francisco (5) 51 First St.

ACB READS EVERY ADVERTISEMENT IN EVERY DAILY NEWSPAPER

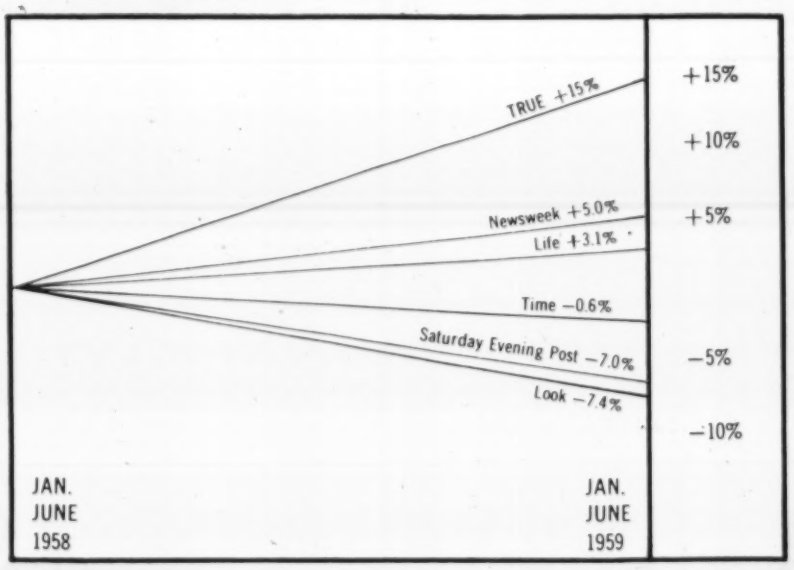
OB-VI-OUS-LY more and more advertisers realize the importance of selling direct to the UN-UX-ÓRI-OUS*!

Compare **TRUE** —Up 15% in advertising lineage—with its top competition!

MEN'S FIELD Advertising Lineage

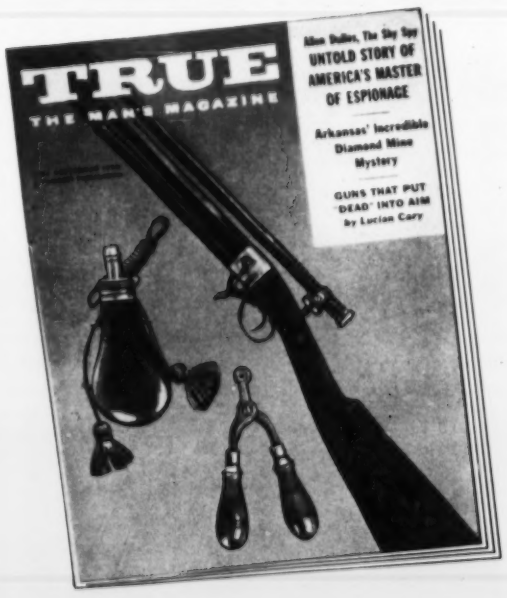


TRUE vs. leading weeklies and bi-weeklies



Source: Printers' Ink

PRACTICAL PROOF OF THE UN-UX-O'RI-OUS*, THE TRUE MAN'S MARKET VALUE!


TRUE
THE MAN'S MAGAZINE
Allen Dulles, The Spy Spy
UNTOLD STORY OF AMERICA'S MASTER OF ESPIONAGE
Arkansas' Incredible Diamond Mine Mystery
GUNS THAT PUT 'DEAD' INTO AIM
by Lucian Cary

★ TRUE outgained all its competition in the Men's Field in 1st 6 months advertising lineage!

★ TRUE outgained all major mass circulation weeklies and bi-weeklies in 1st 6 months advertising lineage!

TRUE, the world's largest medium for the ALL-MALE MARKET!

If you have a product that's specified and bought by men, sell it through TRUE, the Man's Magazine . . . and sell it to the top of the crop—the un-ux-o'ri-ous*, the 2,300,000 un-ux-o'ri-ous* who buy TRUE every month!

TRUE

A Fawcett Publication

the un-ux-o'ri-ous* MAN'S Magazine

*Un-ux-o'ri-ous . . . The decision maker . . . not excessively or dotingly submissive to a wife.

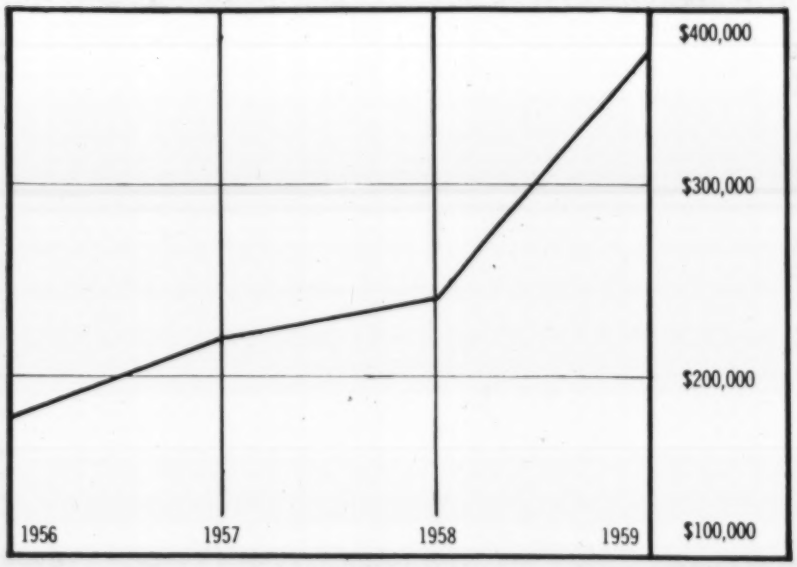
UN-QUES-TION-A-BLY

TRUE's latest ad lineage and revenue figures confirm the trend toward the

UN-UX-ÓRI-OUS*!

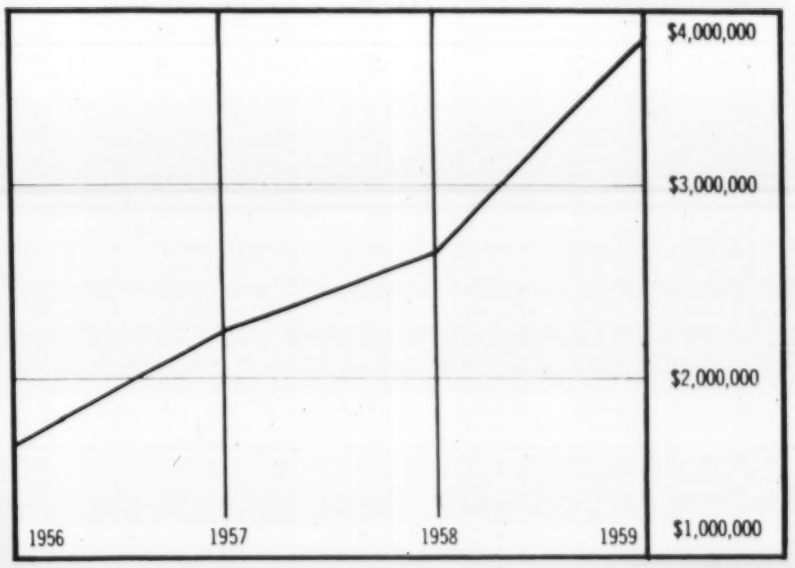
is the key word for September **TRUE** setting tremendous, new records for . . . the world's largest selling magazine for men.

September ad revenue smashes all records!



TRUE SEPT.

9 month ad revenue hits all time high!



TRUE Jan.—Sept.

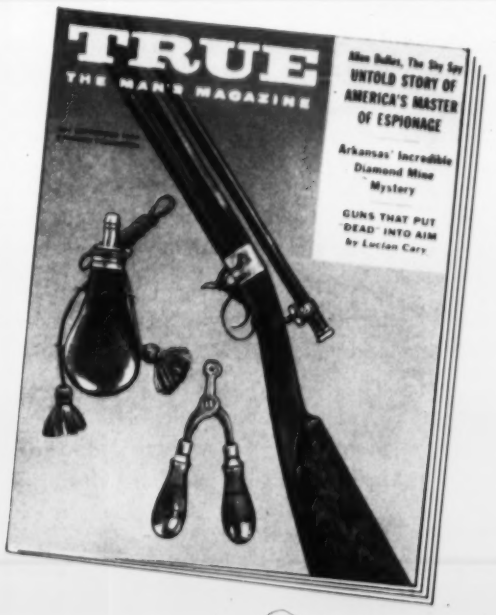
SEPTEMBER SUCCESS—TRUE HITS NEW HIGHS FOR MONTH...FOR 9 MONTHS!

★ A new SEPTEMBER record for advertising dollar investment!

★ A new 9 month record for advertising dollar investment!

★ A new, new, all new record number of advertisers!

. . . and still the all time champion in circulation (ABC—2,300,000) among the men's books.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Arkansas' Incredible Diamond Mine Mystery
GUNS THAT PUT 'DEAD' INTO AIM
by Lucian Cary

TRUE

A Fawcett Publication

the un-ux-o'ri-ous* MAN'S Magazine

*Un-ux-o'ri-ous . . . The decision maker . . . not excessively or dotingly submissive to a wife.

Phonoscope Gets 50-Year Closed Circuit TV Franchise

The Galveston city commission has granted a 50-year franchise for operation of a closed circuit television to Phonoscope Inc., Galveston, Tex. Galveston public schools will be the company's first customer; closed-circuit tv will be installed by Phonoscope in eight elementary schools on a one-year free trial basis. The franchise, which prohibits the use of the system for entertainment purposes, will be canceled if Phonoscope does not have a contract with the public schools or with enough other outlets to be a going concern within two years.

St. Anthony MESSENGER
National Catholic Family Magazine
Tell your sales story every month—in the bosom of the family.
NOVEMBER ISSUE CLOSES SEPT. 20
Orders and Sample Copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd., Chicago 4
Telephone: HArrison 7-7176

C. M. Johnson Moves Offices

C. M. Johnson & Associates, Bethpage, N.Y., has moved to a new office building adjacent to the printing and technical publications building of its affiliate, Corydon M. Johnson Co., in a move to consolidate all departments of the agency.

Pilot Names Lavidge & Davis

The Pilot Life Insurance Co., Greensboro, N.C., has appointed Lavidge & Davis, Knoxville, Tenn., and High Point, N.C., to handle its advertising. The previous agency is Walter Klein Co., Charlotte.

NIAA Plans for Reorganization to Be Ratified Oct. 15

NEW YORK, Sept. 8—Members of the National Industrial Advertisers Assn. will be asked to ratify by Oct. 15 the reorganization program approved last week by the association's board of directors.

The program was passed in its main outlines by NIAA delegates at the June convention in San Francisco (AA, June 22). But since the program involves changes in the NIAA constitution, action by the board and ratification by the members is necessary.

• The NIAA board last week voted 42 to 10 to change the name of the organization to Assn. of Industrial Advertisers.

• It approved 51 to 1 a change in the constitution that defines the purpose of the association.

• It voted 41 to 12 to approve a 60:40 ratio of active to associate members.

• It voted 45 to 8 to increase the individual dues to the association for active and associate members from $25 to $35 annually.

▪ NIAA members will receive ballots by mail early this week, and ample information will be included on each point to be ratified, John Freeman, NIAA president, told a press conference after the board meeting. The shut-off date for the returns of ballots, Oct. 15, was set by the board.

H. A. (Hi) Harty, board chairman, who is also advertising and sales promotion manager of the Wolverine tube division of Calumet & Hecla, Detroit, said that the program will be put into operation immediately after it has been formally ratified by the members.

The functional reorganization of NIAA calls for streamlining the association into nine major divisions, each supervised by an officer of the association. Each will have its own staff and its own budget and pay its allotted share of the headquarters expense. Details of the new setup have been worked out, but all of the committee chairmen who will operate under the nine vps have not yet been appointed. These committees are expected to be completed within the next two weeks.

▪ Other developments, not previously released, and announced at the press conference include:

• A new NIAA chapter has been formed in Phoenix and will be known as the Arizona Industrial Marketers. Roy Jordon, advertising manager of the computers division of General Electric Co. in Phoenix, has been elected president. The chapter will receive its charter from NIAA in mid-September, and will become the 31st chapter in the national organization.

• It has been decided to hold a trade show at the next annual NIAA convention. It will be known as the first annual industrial advertising exposition and will be a part of the NIAA annual convention June 5 to 8 at the Shoreham Hotel, Washington. It will be underwritten by Brede Inc., Minneapolis, trade show management, and plans call for 206 display booths to be sold to suppliers in the graphic arts and related trades. No business paper publishers will be solicited, but it was pointed out that publishers' applications for space will not be turned down.

• Thomas Allison, president of the Weston division of Daystrom Inc., Newark, N. J., has been appointed chairman of the national conference.

• T. A. Yellowlees, NIAA vp of communications, and advertising and sales promotion manager, Motor & Control department, Canadian General Electric Co., Peterborough, Canada, announced that Clem W. Kohlman, advertising manager, industrial chemicals division, American Cyanamid Co., New York, would serve as chairman of NIAA's internal communication committee, and that Steven Osgood, planning supervisor, U. S. Steel Corp., Pittsburgh, would serve as chairman of NIAA's external communication committee.

• Alan J. Jacobson, formerly on the editorial staff of *Printers' Ink* and *Radio-Tv Daily*, has been retained as a free lance writer by NIAA to handle future press releases. #

Estes-Lewis to McCreary

Estes-Lewis Oil Co., San Francisco, has named Jean McCreary Advertising Agency, Oakland, to handle advertising for a $50,000 promotion launching the new oil additive, Micro-Lube. Backed by national advertising in *Life*, the northern California campaign will include outdoor advertising, radio and television schedules. Charles Ping, southern California distributor of Micro-Lube, has named Glenn Advertising, Los Angeles, to handle its advertising.

Bogart Joins Wilson, Haight

William G. Bogart, formerly a copywriter with Zimmer-McClaskey, Louisville, has joined Wilson, Haight, Welch & Grover, Hartford, as a copywriter. Besides his ad writing, Mr. Bogart has also written over 300 published short stories, novelettes and mystery novels.

PEOPLE
work–play–*BUY*
by RADIO!

WHO Radio "Feature Foods" Plan Stretches Your Advertising Dollar Right to the Point of Sale!

COOKING or "klatching"—she *listens* to radio. There's no time to *stop* for television, magazines, newspapers. Radio, *and only radio,* entertains her, sells her all day long!

But there are important differences in radio stations. On WHO Radio, selling only *begins* with the presentation of your announcements.

WHO's "Feature Foods" plan is a hard-hitting *plus* service in 350 high-traffic chain and independent food stores, in 76 of Iowa's 99 counties. It is *free* to advertisers whose gross expenditure on WHO Radio is $3900 or more within a 13-week period. "Feature Foods" includes regular shelf merchandising, 50 one-week shelf-extender displays, 36 days of week-end bargain bar promotions and monthly reports from grocers.

And far more people listen to WHO—the 93-county Pulse Report (Feb.-March, 1959) gives WHO Radio from 18% to 35% of the total listening audience from sign-on to sign-off. The balance is divided among 88 other stations. Ask your PGW Colonel for all the details!

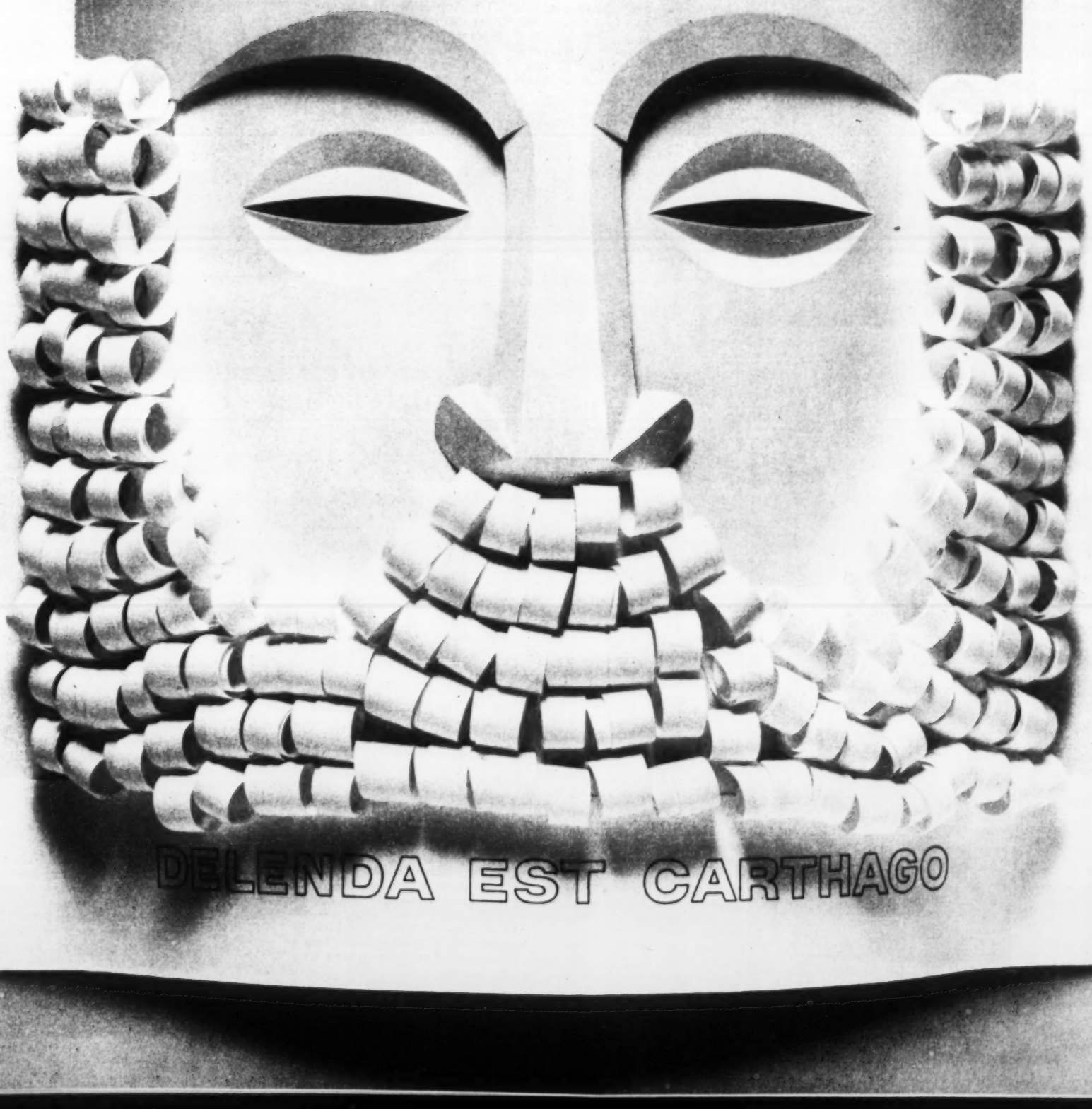
WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC-TV, Davenport

Peters, Griffin, Woodward, Inc., *National Representatives*

THE COMMERCIAL THAT MADE HISTORY

Cato the Elder ended every speech before the Roman Senate with a "commercial"—"Carthage must be destroyed." (It was.) Today's commercial is more complicated, but often less effective—completely overshadowed by the show. . . . For sales with *profit*, you must look upon broadcasting as a *selling* business. **N. W. AYER & SON, INC.**

The commercial is the payoff



NAAN Likes Broadcast

For the first time in its history, members of the National Advertising Agency Network in 1958 spent more in broadcast media than in any other medium. The network's 30 agencies last year put 22% ($10,345,692) of their billings into radio and tv. Business papers ran a close second with 21% ($10,182,030), followed by magazines and farm papers with 14% ($6,845,516) and newspapers with 12% ($5,775,120). Outdoor and transportation advertising together took 3% ($1,416,694) while catalogs, directories and miscellaneous media took another 3% ($1,525,763).

Keep Top Brass Informed

Give your management all the facts! Keeping up-to-date on what's going on is a must in today's fast-moving business scene. Our clipping coverage of over 3500 business, farm and consumer magazines, as listed in Bacon's Publicity Checker gives you the assurance of a complete clipping service. Check into our complete service today!

BACON CAN GIVE YOU CLIPS ON:

• Publicity • Subject Research

• Competitive Publicity & Advertising

Send for Booklet No. 56
"How Business Uses Clippings"

BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Ill.
WAbash 2-8419

Information for Advertisers

Majestic Press has published its first issue of **Definition,** a new business magazine which discusses the advantages of the use of offset color printing. Future issues will deal with intricacies of catalogs, selection of paper sizes, suggestions to save time and money in preparing material for printing and other subjects. Copies may be obtained from Majestic Press, 5th and Poplar Sts., Philadelphia 23.

Fairchild Publications has published its 1959 edition of "Fairchild's Financial Manual of Retail Stores." The 32nd annual edition covers 1958 operations and statistical data on more than 240 retail corporations, as well as 1958-1957 comparisons of income account and balance sheet and shows percentage of net profit to sales, percentage of profit before taxes to sales, percentage of net profit to net worth and current ratio. The manual is priced at $10.

Seventeen has published a survey on the "Beauty Habits & Product Preferences of Young Women Under 20." Additional information may be obtained from *Seventeen*, 488 Madison Ave., New York 22.

Finance has published its listing of the top 100 specialized finance companies in the country. Reprints are available from Robert Baltrano, *Finance,* 20 North Wacker Dr., Chicago 6.

The Metropolitan Oakland Area Committee has published an illustrated brochure containing information on 22 industrial tracts available to manufacturers or distributors contemplating locating in the section and information on the Oakland area. Copies may be obtained from the Metropolitan Oakland Area, 1320 Webster St., Oakland 12, Cal.

The Wall Street Journal has published its 1959 composite of business and industrial advertising. The 128-page booklet shows single typical ads of 506 *Journal* advertisers and presents a picture of advertisers' use of space, layout and copy. Copies are available from F. X. Timmons, *The Wall Street Journal*, 44 Broad St., New York.

• **Richardson, Thomas & Bushman,** Philadelphia, is offering a 12-page report on "Ideas Which May Help You Sell More to the Electronic Industry." The report has five parts, two of which cover motivation research and the buying psychology of electronic engineers and procedures for researching the electronic market. Copies may be obtained from Walter DeCew, Richardson, Thomas & Bushman, Suite 806, Fox Bldg., 1612 Market St., Philadelphia 3.

• The radio division of **Avery-Knodel** has prepared a brochure on the Intermountain Network market which includes facts on population, income and retail sales. Copies of the report may be obtained from John W. Owen, Avery-Knodel, 720 Fifth Ave., New York.

• **Seventeen** has published a report, "The Beauty Habits & Product Preferences of Young Women Under 20, No. II, Part 11." Copies may be obtained from Aaron Cohen, research director, *Seventeen*, 488 Madison Ave., New York 22.

• **Curtis Publishing Co.** has the following surveys available on request: "Readers of *The Saturday Evening Post* by Alfred Politz Media Studies," "Market for Housecleaning Products," "Income Distribution of *The Saturday Evening Post* Households," and "Passports & the Booming Overseas Market." Copies may be obtained from Curtis Publishing Co., Research Department, Philadelphia 5.

• **Westinghouse Broadcasting Co.** has mailed out its revised and improved version of the WBC percentile chart which permits cost, commission and commissionable prices to slide into view within seconds. The slipsticks are available on request from Westinghouse Broadcasting Co., 122 E. 42nd St., New York 17.

• **Flower & Garden** has published a brochure on the characteristics of its more than 425,000 subscribers as shown by a cross-section survey. Information is included about the total readership of more than 1,000,000 active gardeners, their age and income levels, population of places where they live, home ownership and size of property. Copies of the pamphlet are available from *Flower & Garden*, 543 Westport Rd., Kansas City 11, Mo.

• **Watt Publishing Co.** has published a 32-page booklet, "Poultry Business Facts." The booklet contains the latest agricultural census figures as they relate to the poultry industry and 1958 income figures provided by the agricultural marketing services, Department of Agriculture. Free copies of the booklet may be obtained by writing, on business letterhead, to Watt Publishing Co., Sandstone Bldg., Mount Morris, Ill.

• **B. Klein & Co** has published a "Directory of College Stores," which lists 2,400 college stores, addresses, the college it serves, managers' names, lines carried and information on the student body it serves. Priced at $15, copies may be obtained on a 10-day approval from B. Klein & Co., 27 E. 22nd St., New York.

• **The Greensboro News & Record** has published its seventh annual "1959 Major U.S. Markets Analysis" brochure. Included in the booklet are listings of the top 100 metropolitan markets in the country and the top 25 metropolitan markets in the South. A new feature of this year's brochure is the inclusion of the percentage of increases for 1958 over 1954 for each market to show the rate of growth of each metropolitan market area. Copies are available from *Greensboro News & Record*, Greensboro, N. C.

• **United Glass Information Bureau,** division of L. H. Hartman Co., 50 Rockefeller Plaza, New York 20, has just released a 50-page brochure about "Selling in Britain Through United Glass." The brochure gives an outline of marketing conditioning and packaging facilities available in Great Britain.

• **The Certified Decal Manufacturers** of the Screen Process Printing Assn., International, Chicago, has prepared a 12-page booklet on "Let's Talk Decals." The illustrated booklet explains the various kinds of decals now being produced, as well as simplified definitions of the terminology used in the decal industry. Copies may be obtained from the Certified Decal Manufacturers of the Screen Process Printing Assn., International, 549 W. Randolph St., Chicago 6.

• **American City,** New York, has published an eight-page booklet, "This is the Municipal Market," which discusses what a city buys, how it buys and who does the buying. Additional information may be obtained from *American City*, 470 Fourth Ave., New York.

• "Establishing the Product-Planning Function in Your Company" is the title of a 12-page booklet by Edgar W. Nelson just made available by **Market Planning Corp.** Written in practical terms, the booklet tells how to make a product line audit in the three major areas it covers: Policy, organization and procedures. Examples from industry are cited and there's an organization chart for production planning. Copies are available from the author, Edgar W. Nelson, Market Planning Corp., 642 Fifth Ave., New York 19. #

If you enjoy interesting people, you should know the James Detweilers of Burbank, California. Jim is a research engineer and group supervisor with Lockheed Aircraft Corporation. His family consisting of his wife, two sons and a daughter were selected as The Methodist Family of the Year because of their outstanding contributions to their community and church. His attractive nine-room house is a center of activities for his friends and neighbors. It includes a well-equipped dark room where he practices photography as a hobby. He is an avid water skier and boatman. He and his family read and enjoy TOGETHER magazine. Like the Detweilers, most of the 900,000 plus readers of TOGETHER magazine have a natural bent for leadership that makes them outstanding people in their communities—and outstanding prospects for what you sell.

ABC

Together

The Midmonth Magazine for Methodist Families
740 NORTH RUSH STREET • CHICAGO 11, ILLINOIS

Instant brains?

All the modern tools are available at Laurence and we have the men who know how to make the most of them.

Diaco Precision Scanner and Printer for direct color separation.

Laurence-engineered giant camera.

Double-bed, four-color high speed proof press.

Powderless Zinc Etching Equipment.

Powderless Copper Etching Equipment.

Camera Oscillator for re-screening and re-sizing proof copy.

Modern miracles of technology glisten in the spotlight while the men behind the miracles are forgotten.

Soaring jets have men at the controls. Guided missiles obey the skills of men on the ground. The more advanced the equipment, the greater the need for highly developed human capabilities.

The imagination to conceive, the ability to perform, the experience to judge results, are still the prime requisites in any field. This is particularly true in the graphic arts where mere reproduction can never measure up to skilled interpretation.

Here at Laurence we respect fine equipment—we are constantly investing in the latest developments—but we have no illusions. The human intelligence that we bring to bear on our daily tasks is the most important ingredient in our product.

LAURENCE INC.

PHOTO ENGRAVERS *of Quality*

547 South Clark Street, Chicago 5, Illinois, WAbash 2-6284

The San Francisco Examiner has MORE of

San Francisco Examiner
Nixon Ponders Bid for Nikita To Visit U.S.
Task Force on Way to Siberia
2 Trapped 212 Ft. in Air Saved
Strike Halts S. F. Parcel Deliveries
Nixon Breaks the Ice To Look at Ice-Breaker
Housing 'Exception' UC Yields; Blind Girl, Dog Get Room
Home Boom In Bay Area; 50% Over '58
Chief Hints Fireman Job Ban Easing
Standard Oil (Ind.) Strike
Long Dates Divorcee
TODAY'S INDEX

MORE ADVERTISING

MORE NEWS AND FEATURES

MORE CIRCULATION

...and The Examiner

EVERYTHING

In The First 6 Months of 1959:

....**DAILY and SUNDAY,** THE EXAMINER CARRIED **MORE TOTAL ADVERTISING** THAN ANY TWO SAN FRANCISCO DAILY NEWSPAPERS!

MORE ADVERTISING

The Daily Examiner
carried more TOTAL ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner
carried more RETAIL ADVERTISING including MORE DEPARTMENT STORE ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner
carried more TOTAL NATIONAL ADVERTISING—MORE NATIONAL GROCERY—MORE TOTAL AUTOMOTIVE and MORE NEW PASSENGER CAR ADVERTISING than any other San Francisco daily newspaper.

The Daily Examiner
carried more FINANCIAL ADVERTISING—than any other San Francisco daily newspaper.

The Daily Examiner
carried more CLASSIFIED ADVERTISING—more than all other San Francisco daily newspapers COMBINED.

MORE NEWS AND FEATURES

The Daily Examiner
published more pages of News and Features than any other San Francisco daily newspaper.

MORE CIRCULATION

The Daily Examiner
reached a circulation that's at an all-time high and is greater than any other San Francisco daily newspaper.

THE SUNDAY EXAMINER is SAN FRANCISCO'S DOMINANTLY LEADING NEWSPAPER in **CIRCULATION, ADVERTISING** and **NEWS** and **FEATURE CONTENT.**

AMERICA FIRST
AMERICAN PAPER FOR AMERICAN PEOPLE

San Francisco Examiner
MONARCH OF THE DAILIES

represented nationally by **Hearst Advertising Service Inc.**

Delivers **FULL $ POWER** in San Francisco and Northern California

Agency Shifts to Franchises

George Feldman Inc., New York, agency founded in 1948, has announced that henceforth it will specialize exclusively in franchise marketing, promotion and sales. Franchising, according to George Feldman, president, is the "marketing gold mine of the future." Services will include surveying, programming and advertising.

Lane Appoints Two

Richard Lane & Co., Kansas City agency, has appointed H. Holland Harpool creative director. He has been with the agency since 1945. Lane also has named Arthur W. Law Jr. assistant art director.

Tveter Joins 'Grain & Feed'

Thomas V. Tveter has joined *Grain & Feed Review*, Minneapolis. Mr. Tveter was formerly with W. J. Martin & Co., *Grain & Feed's* eastern advertising representative.

Don't Sell Direct Mail Against Other Ad Media, Polk's McCarthy Warns

Direct Mail Should Complement Any Ad Push, McCarthy Says

NEW YORK, Sept. 10—"For most mail order operations there is no substitute for a good mail order list.

"A mail advertiser can be successful only by reaching preselected prospects through an analysis of his market based on usable and available criteria which are only possible through compiled lists.

"It should never be the intent of people in direct mail advertising to sell it against other media. Most advertising agencies use it as a complementary medium to be integrated with other media, which is its greatest asset."

■ These points were stressed today by E. Robert McCarthy, account executive, direct mail division, R. L. Polk & Co., publisher of city directories, at a meeting of the Hundred Million Club, an organization of direct mail users.

Discussing the difference between mail order and direct mail advertising, Mr. McCarthy emphasized that "the purpose to be accomplished by the campaign is the basic difference. The mail order operator uses direct mail as an instrument of sales. His primary purpose, and usually his only purpose, is to get an order.

"The mail advertiser, on the other hand, uses direct mail as a medium of advertising. The primary purpose of each campaign may vary. These goals may include establishing the corporate image, creating greater product identification, gaining dealer demonstrations, increasing store traffic, prospect building, sampling new products, couponing and many other objectives. Seldom, if ever, is the purpose to sell by mail.

■ "I realize this difference may not aways be as black or white as I have made it appear," Mr. McCarthy said. "Admittedly, the purpose of all advertising ultimately is to sell, and therefore gray areas sometimes exist between the two.

"Unfortunately for direct mail," Mr. McCarthy said, "most advertisers and agencies adopt measurements used for other media—impact, recall, seen and associated, read most, etc. Many research people today are attempting to evolve a better yardstick by which to measure direct mail advertising. A specific criterion must be established by which to measure how successful the campaign was in accomplishing its intended purpose.

"As most mailers are also list owners," Mr. McCarthy said, "why not have every list owner conduct a thorough market analysis of his list using certain prescribed criteria. These could be established by the Direct Mail Advertising Assn., or the Council of Mailing List Brokers, or by the Hundred Million Club. The cost of such a survey probably would not exceed $500, and could be shared by both the owner and the mailer.

■ "Naturally, advertising agencies coordinate mail in the way that best fits their particular organizational setup. But the fact is the major agencies have accepted direct mail. The three top agencies in the country—J. Walter Thompson Co., McCann-Erickson and Young & Rubicam—all have direct mail operations as an integral part of their services.

"In addition, all agencies handling automotive accounts in Detroit use direct mail—Campbell-Ewald; MacManus, John & Adams; Geyer, Morey, Madden & Ballard; Ross Roy; N. W. Ayer; Foote, Cone & Belding; Kenyon & Eckhardt. Many other agencies here in New York—Fuller & Smith & Ross; Cunningham & Walsh; Batten, Barton, Durstine & Osborn—to mention just a few, are using direct mail for specific clients.

"It might be of interest to you to know," Mr. McCarthy said, "that just about five years ago, I called on a number of agencies. When I mentioned direct mail, you would think I had voted for the advertising tax bill. Hell would freeze over and the angels would be having skating parties before an agency would consider it.

■ "Today, things are different," Mr. McCarthy asid. "Naturally, commissionability has been an important incentive, particularly in light of today's increased billings but reduced profits for most agencies.

"Most agencies are literally up to their ears in clients' demands for all sorts of collateral services—many of which are not commissionable.

"By supplying a complete direct mail package to an agency on a fully commissionable basis—agencies not only can service their clients in an added medium, not only increase their billings, not only bring into the budget additional allocations such as sales promotion monies which, heretofore, were often separated from advertising budgets, but, in this fiercely competitive field, direct mail can afford a plus in their pitch for new accounts.

"Unfortunately," Mr. McCarthy said, "it will take a lot more effort, a lot more time, and a lot more money to have direct mail stand on its own feet as an acceptable and equal medium of advertising.

"As this equality is achieved, as it will be, and more good direct mail is produced, the more it will become an accepted form of communication by the consumer, which will result in more profitable operations for all," concluded Mr. McCarthy. #

'Young Americans' Sets Circulation Push

Young Americans has launched a $100,000 circulation promotion campaign using page ads in September issues of *American Bar Assn. Journal, Chemical Week, Control Engineering, Missiles & Rockets, Missile Design & Development, Modern Medicine, The Reporter, Saturday Review, Steel* and *Petroleum Week*. The campaign is scheduled to run through December. Beckert & Bradley, New York, is the agency.

NOW!

The Dallas Morning News has both the largest daily and Sunday circulation in Texas!

213,110 DAILY
222,962 SUNDAY
March 31, 1959 Publishers Statements

CRESMER & WOODWARD, INC. • *National Representative*
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

Ted...

Ted Trueblood once knew a man who worked hard all his life, made a million dollars, and retired. A month later there was a big snow, he went out to shovel his walk, had a heart attack, died.

Since then, Ted has been doing what he wants to do in life without much regard for money. What Ted generally wants to do is hunt and fish. Not counting travel time but only those days when he actually hunted and fished, his score for the past five years is: 1954, 143 days; 1955, 154; 1956, 136; 1957, 162; 1958, 159. Ted considers himself lucky to hunt and fish for fun and then think of something to write about. He writes real well. So well, that he has been instructing and intriguing Field & Stream readers for 21 years.

Ted's headquarters is Nampa, Idaho. He hasn't been seen in Field & Stream's offices for the past six years—but, then, neither have most of our other footloose editors. They're too busy tracking down the material that has made Field & Stream advertisers' first choice among sportsmen's magazines for over 48 years. Over a million Field & Streamers believe in the magazine and respond to its advertising...because of people like Ted.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine

More readers.....

THE TRIBUNE GETS 'EM

.....more advertising-

IN CHICAGO!

The Tribune sells nearly 900,000 copies daily, 1,250,000 on Sundays—over one and a half times the circulation of any other Chicago paper. It is read by more families in Chicago and suburbs than the top 5 national weekly magazines combined. More than 6 times as many Chicagoans turn its pages as turn on the average evening TV show! Advertisers spent over $60,000,000 in the Tribune last year—more than in all other Chicago newspapers put together. Unmatched, also, is the Tribune's record of advertising results. It outpulls other Chicago papers 3 to one, 4 to one, even 15 to one—evidence of a selling FORCE which is uniquely the Tribune's. And another reason why the Tribune will produce best for you in Chicago!

Wells Fargo Bank Buys Six Rotating Bulletins

Wells Fargo Bank, San Francisco, has just purchased rotating painted bulletins at six prime locations along Bayshore Freeway between South San Francisco and Palo Alto. The three-year proposal calls for paints every four months on boards which are near-side readers with long unobstructed approaches. West Coast Advertising will prepare the bulletins, which augment Wells Fargo's two permanent painted units in Santa Clara.

The first of the multi-colored contemporary designs features auto loans, tied closely to the fall introduction of 1960 models. Future designs will promote other bank services. Honig-Cooper, Harrington & Miner, San Francisco, is agency for Wells Fargo. Artist John Lichtenwalner created the initial design under supervision of art director Alberta Rudolphi.

SAVE UP TO 25% AND MORE
ADVERTISING BALLOONS
See this! 10,000 #6 Round—$13.50 M; 10,000 #8 Round—$18.75 incl. one side printing, delivery in cont. U. S. 8 other items at BIG savings. 100% inspected. Guaranteed. Made in Mexico. For samples:
REMPEL MANUFACTURING, INC.
396 Morgan Avenue, Akron 11, Ohio

Red Cedar Bureau Sets New Drive Through BC&G

Red Cedar Shingle Bureau, Seattle, promotion agency for shingle manufacturers of Washington, Oregon and British Columbia, has reappointed Botsford, Constantine & Gardner after hearing presentations from Cole & Weber, Frederick E. Baker & Associates, McCarty Co. of Washington, and Miller, Mackay, Hoeck & Hartung, all of Seattle. The account has been handled by BC&G for 40 years. This was the first time in more than 20 years that it had been opened to competition from other agencies.

The forthcoming year's program calls for full-color advertising in consumer magazines supplemented with special campaigns for farm, architectural, building and lumber dealer publications. The year's budget is expected to run to about $250,000, Virgil G. Peterson, association manager, said.

BPA Promotes Woodcock

Delmar C. Woodcock, formerly assistant to the president, has been named manager of the eastern division of Business Publications Audit, New York. In addition, Joseph P. Miani, production supervisor, has been appointed manager of the production division.

Roe Landis Zeis

ARCHITECT ADMEN—*Looking over blueprints for Compton Advertising's new Chicago offices, now under construction on the 16th floor of the Borg Warner Bldg., the building in which the agency is presently located, are Dean Landis, midwestern general manager; Mary Roe, office manager, and Andy Zeis, media director, who has supervised planning the new space. The move is scheduled for Oct. 1.*

TOP
? WHO IS ON
WHOLESALERS say "Hardware Retailer" because . . .
"It's preferred and read by most retailers". . . 4 to 1.
"Offers greatest possible impact". . . 2 to 1.
"It's the leader in the hardware field". . . 2 to 1.
"Basic guide to the field."
"First news of NRHA activity."
Facts from national survey by independent Market Research Bureau.
YOUR NO. 1 CHOICE
HARDWARE RETAILER
MAKE HARDWARE RETAILER YOUR BASIC TRADE CHOICE

Integrate Sound With Picture in TV Ads, Says Schwerin

NEW YORK, Sept. 8—Schwerin Research Corp. is sure the tv industry still has a good deal to learn about the proper relationship of sound and picture in television commercials.

"Quite obviously the two must complement each other and the relationship must be a harmonious one," the research company suggests in its August bulletin. "A common flaw in commercials is that of audio-visual disunity, where, let us say, Polly Prettyface is being courted by an adoring swain while the voice-over announcer informs us that the deodorant Polly uses contains Titanium 235. The connection between these two elements is, at best, a tenuous one."

■ Schwerin insists that the sound in a commercial should be the reinforcing elements. Except in the case of a sales message built around someone presenting it "live" before the camera, it is suggested that the commercial's story should come across clearly even without the reinforcing element of sound.

■ The bulletin offered these suggestions for effective audio treatment for commercials:

• "Don't begin your commercial with a negative statement, even if you plan to let your product correct it. The opening mood of a commercial tends to persist, making it difficult to switch moods in mid-commercial.

• "Make sure that audio and video are logically interlocked throughout the commercial." The researcher recommends that the voice-over announcer read exactly what is written on the screen if there is printing on the screen—rather than to give a "free translation" of it.

• "Keep your audio simple. A single voice is the safest way to insure audio unity. Too many unidentified voices exhorting the viewer will only confuse him.

• "Don't try to say too much. Audios that run from 101 to 150 words per minute tend to be more effective than extremely verbose audios. Commercials that cram more than 170 words per minute into their audio are least effective as a group." #

Oka Joins Showacre, Coons

Keith Oka has joined Showacre, Coons, Shotwell, Spokane, as art director. He previously was art director of Virgil A. Warren Advertising.

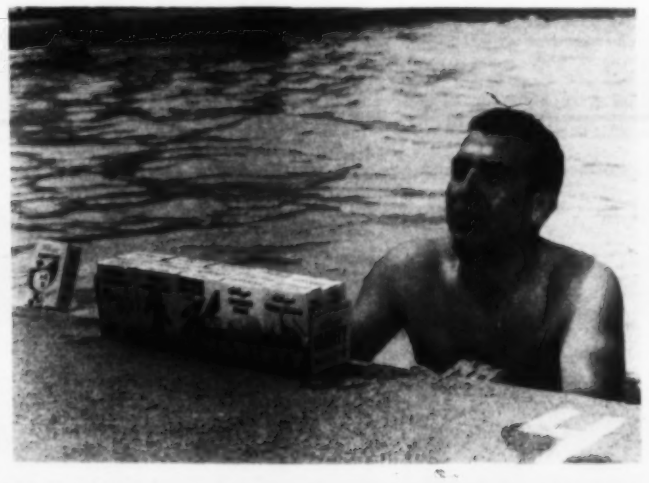
A Report to the TV Industry from Ampex Corporation

AMPEX TV TAPE STARS AT MOSCOW; OTHER NEWS

AMPEX VIDEOTAPE* TELEVISION RECORDER tapes historic exchange between Vice President Nixon and Soviet Premier Khrushchev on Friday, July 24, at American Fair in Moscow. The full color tape recording was flown to U. S. and broadcast by all three networks following night, Saturday, July 25.

43 EDUCATIONAL TELEVISION STATIONS soon will be equipped with Ampex Videotape Television Recorders through National Educational Television and Radio Center of New York. This network of affiliated educational stations will be able to interchange and broadcast tapes produced, duplicated and syndicated from duplicating center in Ann Arbor, Mich., or from any of the affiliated stations. This order for NETRC was made possible by Ford Foundation grant of approximately $2,500,000. John F. White, right, President of NETRC, is shown confirming negotiations with Neal K. McNaughten, Manager of Ampex Corporation's Professional Products Division.

CANADIAN COMMERCIALS go on TV tape with real success. After first try, Molson's Beer and Export Ale liked their tape commercials so well they have completed a second series. Todd Russell, spokesman for Molson's is shown during taping of one of these commercials. Agency for Molson's, is MacLaren Advertising. Production was handled by Videotape Productions of New York.



DENNIS JAMES, spokesman for "What's My Line," after years of refusing to make commercials on film, becomes booster for tape because of tape's live quality and immediate playback convenience. Right after this spot was taped by NTA-Telestudios for Leo Burnett Co., Kellogg's agency, it was played back from Ampex Videotape Television Recorder located in mobile truck parked nearby.

UNITED STATES STEEL HOUR commercial is made by BBD&O with Videotape Television Recorder to get all of the quality, depth and detail possible only with tape's live look. It was produced at Videotape Productions of New York.

3 L & M COMMERCIALS plus a billboard are taped in 3 hours, from start to finish, with Ampex Videotape Television Recorder at NBC. L & M's agency, Dancer-Fitzgerald-Sample, scheduled the "They said it couldn't be done—" tapes, featuring Jack Lescoulie, on "Gunsmoke" and "The Jimmy Rogers Show."

MERCURY COMMERCIAL TAPED FROM MOBILE UNIT. This tape for Ed Sullivan Show was produced with Ampex Videotape Television Recorder mounted in truck for "on the spot" realism. Kenyon and Eckhardt, Inc. is agency for Mercury. Production was handled by Termini Videotape Services, Inc. There are now 11 mobile units equipped with Ampex Videotape Television Recorders throughout U. S. Free information kit for agencies and advertisers available from Ampex Corp., Dept. 304-5, 934 Charter Street, Redwood City, California.

**TM Ampex Corporation*

Albert Frank-Guenther Law Adds Tangee; Names Maas

Albert Frank-Guenther Law, New York, has been named by George W. Luft Co., New York, to handle a "stepped-up" advertising and merchandising campaign for Tangee lipstick and cosmetics. The company reports that sales for the first eight months of 1959 were 21% ahead of a year ago, following a 1958 rise of 10% over its 1957 volume. Dowd, Redfield & Johnstone previously handled the account.

The Albert Frank agency also has named Edward J. Maas, formerly public relations director of Williams & London, a public relations account executive.

Ad Council to Help Census

The Advertising Council will stage an advance advertising campaign to help the Bureau of the Census conduct its population census next April. The campaign will explain the purpose and value of the census and will run from January through March on radio, television, newspapers, car cards and posters. Meldrum & Fewsmith, Cleveland, is the volunteer agency, and Harold H. Oldham, director of advertising, Republic Steel Corp., is the volunteer coordinator of the campaign.

Thailand TV Expands

The government of Thailand will spend $1,500,000 in the next two years building three tv relay stations to extend tv coverage throughout the country. The only two existing stations both serve Bangkok, where four-fifths of the nation's 40,000 tv receivers are located.

package buy:

save time, trouble and 17%

Augusta, Columbus and Macon . . . *the country's 30th largest metro market,* with over 650,000 population. And it's yours with one order, one bill and one check when you buy the Georgia Group newspapers. Plus . . . *savings of up to $1,600 on every 10,000 lines.* Save time, trouble, 17%. Schedule the Georgia Group to reach Georgia's second market.

GEORGIA GROUP

THE
georgia group

AUGUSTA Chronicle and Herald **COLUMBUS** Ledger and Enquirer **MACON** Telegraph and News

REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

'Home Furnishings' Reports Appliance Shipments Up 22%

NEW YORK, Sept. 8—All segments of the major appliance industry are enjoying sharp gains over their 1958 volume, if manufacturers' shipments are a valid gauge.

According to *Home Furnishings Daily,* major appliance manufacturers' shipments in the first six months of 1959 were 22.6% greater than the first half of 1958.

The most outstanding single gain scored, the publication says, was by built-in gas ranges: 65.8% ahead of 1958 first-half shipments. Other big gainers were gas dryers, up 46%; built-in electric ranges, up 44.8%, and dishwashers, up 38.3%.

■ Electric ranges constituted 46.6% of all range shipments during the first six months of this year, compared with 42.7% in the first half of '58, the daily says. Gas dryers constituted 33% of all dryer shipments in the first half of 1959, compared with 29.7% in the first half of 1958.

Home Furnishings Daily notes that its figures are based on information from the American Home Laundry Manufacturers Assn., Gas Appliance Manufacturers and National Electrical Manufacturers Assn. #

Metropolitan Earnings Up 228%

Metropolitan Broadcasting Corp., New York, reported a gross revenue for the first half of 1959 at $8,074,896, up 19.2% from the $6,774,437 recorded for the comparable 1958 period. Net earnings leaped ahead 228% to $1,004,252, or 65¢ per share, from $306,194 or 20¢ per share for the 1958 half. The large increase in earnings was attributed to greater operating efficiency as well as the improved status of the company's two tv stations, according to John W. Kluge, president. WNEW-TV, New York, and WTTG, Washington, both of which showed substantial losses in the first half of 1958, showed sizable earnings this year.

McCulloch Boosts Peterson

McCulloch Corp., Los Angeles, maker of power chain saws, outboard motors and other internal combustion products, has promoted Carl A. Peterson from marketing manager of the chain saw division to director of marketing of the company.

Peters, Griffin Adds Four

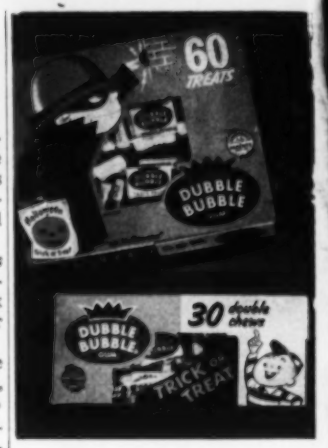
Peters, Griffin, Woodward, New York, has been named to represent WHIM, Providence; WPLH, Huntington, and WCHS and WCHS-TV, Charleston, W. Va. WHIM formerly was handled by Headley-Reed Co.; the latter three were handled by Branham Co.

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St., N.Y. 19. N.Y. PLaza 7-5730



HALLOWEEN PACK—*Frank H. Fleer Corp. will use two trick or treat boxes of Dubble Bubble gum—in a 30 or 60-count pack—to help sell the product in the Halloween season.*

Psychologists Urged to Help Advertising Be More Effective

CINCINNATI, Sept. 8—Advertising faces a tremendous task in the future of our economy—the task of pre-selling new goods and services needed to keep us prosperous—and the applied psychologist should contribute his share to the economy by helping advertising become more effective.

Dr. A. R. Root told the psychologists—meeting here this week amidst a welter of clinical reports and seminars at the annual meeting of the American Psychological Assn.—that the behavioral sciences are in the most favorable position to "increase the efficiency of advertising, reduce the selling cost per dollar and contribute to advertising's technology."

■ Dr. Root, an advertising and marketing consultant, said the biggest threat our economy faces is increased productivity and the unemployment which will result.

He said the way to maintain a "healthy economy" is to develop new goods and services that can be marketed in order to take up the unemployment slack by using growing productive capacities.

Dr. Root attributed the growth in productivity to: The demand for higher productivity developed during World War II; the advent of automation, and the competition from increased productivity and the advantage of cheaper labor of foreign manufacturers who are shipping more and more products to the U.S. The last factor has been intensified as a result of the opening of the St. Lawrence Seaway, Dr. Root said. #

National Shoes Sets Push

National Shoes, New York, has increased its fall ad budget 14.5% over last year's, and has scheduled "the most extensive" campaign in its history. The company says its "strongest effort" will be in radio, with one-minute spots in the 38 markets where National operates its 170 stores. Newspaper ads of 1,000, 800 and 600 lines will run weekly in New York and 12 other markets. On tv, the company will buy daily participations on three programs on WNEW-TV. A new 20-second animated spot has been created for a spot tv campaign. A b&w page is also scheduled for the September issue of *Parents' Magazine.* Mogul, Lewin, Williams & Saylor, New York, is the agency.

To make the most of the power of print

KNOW YOUR PRINTER BETTER!

Your problems are his-from a to z

Nothing makes your sales point like a printed piece—and what that piece looks like is important to your message. That's why the compositor, skillfully setting type by hand, keeps your requirements in mind to see that your job is the best that can be made.

Before you start a print job, talk with your printer, lithographer or screen processor. He can head off problems, cut costs and speed up delivery. We know you'll like working with your printer. We've been doing it for years in bringing him the quality papers he needs to serve you best!

MEAD
papers

One of Mead's fine quality papers is MEAD GLACIER OFFSET ENAMEL. This grade, in the 80 lb. weight, was used to print this insert. You'll find more information concerning it on the reverse side of this sheet.

the compositor

In the small shop the hand compositor is king. Often he sets the style for the job as he sets the type. No matter how large the plant he probably always will be an indispensable part of its operation. His skill converts typewritten copy into easy-to-read composition and his eagle eye will spot the necessary need for a point of letter space at a glance. Ever since movable types were invented he has performed some of printing's most essential operations, and doubtlessly will continue to do so.

Mead Glacier Offset Enamel

There comes a time in every offset plant when the demand for a quality job runs head-on into a budget restriction, which effectively excludes a paper in a higher price bracket. The answer to this problem: Mead Glacier Offset Enamel. Mead laboratory experts and mill technicians have achieved a truly remarkable success in creating this economically priced paper of surprisingly good color, with a smooth offset coating that performs beautifully on long runs of black-and-white or color work.

Imaginative design and carefully made plates can impart to a job on Mead Glacier Offset an atmosphere of quality almost unbelievable when the cost of the paper is considered. Ask your Mead Merchant for more samples of this fine quality, low-cost coated grade for offset lithography.

MEAD papers

MEAD PAPERS, INC.

SALES OFFICES: Dayton • New York • Chicago
Boston • Philadelphia • Atlanta • Cincinnati
Detroit • Milwaukee • Greensboro, N. C.

A Subsidiary of
THE MEAD CORPORATION DAYTON 2, OHIO

. . . imagination in Paper and Packaging

Coming Conventions

Sept. 13-16. Direct Mail Advertising Assn., 42nd annual convention, Queen Elizabeth Hotel, Montreal, Can.

Sept. 16-18. Michigan Assn. of Broadcasters, fall convention, Hidden Valley, Gaylord, Mich.

Sept. 16-19. Mail Advertising Service Assn. International, annual convention, Queen Elizabeth Hotel, Montreal, Quebec.

Sept. 17. Assn. of National Advertisers, sales promotion workshop on incentive selling methods, Hotel Sheraton-East, New York.

Sept. 17-19. Mutual Advertising Agency Network, Bismark Hotel, Chicago.

Sept. 18-19. Wisconsin Newspaper Advertising Executives Assn., annual meeting, Meade Hotel, Wisconsin Rapids.

Sept. 21-22. Louisiana Assn. of Broadcasters, Francis Hotel, Monroe.

Sept. 23-24. CBS Radio Affiliates Assn., sixth annual convention, Waldorf-Astoria, New York.

Sept. 23-24. National Business Publications, New York Regional Conference, Hotel Roosevelt.

Sept. 24-26. Advertising Federation of America, 10th District convention, Hotel Texas, Fort Worth.

Sept. 25. Advertising Research Foundation, 5th annual conference, Waldorf-Astoria, New York.

Sept. 26-27. American Women in Radio and Television, Shamrock Hotel, Houston.

Sept. 26-Oct. 1. Affiliated Advertising Agency Network, international convention, Somerset Hotel, Boston.

Sept. 28-30. Southern Newspaper Publishers Assn., 56th anniversary convention, Arlington Hotel, Hot Springs, Ark.

Sept. 29. Magazine Publishers Assn., 3rd annual fall conference, Hotel Commodore, New York.

Sept. 29. Newspaper ROP Color Conference, one-day workshop, Hotel Biltmore, New York.

Oct. 4-6. Advertising Federation of America, 7th District convention, Roosevelt Hotel, New Orleans.

Oct. 5-6. New England Newspaper Advertising Assn., annual meeting, Parker House, Boston.

Oct. 8. Assn. of National Advertisers, International Workshop, Savoy-Hilton, New York.

Oct. 8-9. Advertising Federation of America, 3rd District, fall conference, Poinsett Hotel, Greenville, S. C.

Oct. 14-16. Point-of-Purchase Advertising Institute, 2nd national members meeting, Statler-Hilton Hotel, Washington, D.C.

Oct. 15-16. American Assn. of Advertising Agencies, annual central regional meeting, Drake Hotel, Chicago.

Oct. 15-17. Pennsylvania Newspaper Publishers Assn., annual convention, Pick-Roosevelt Hotel, Pittsburgh.

Oct. 16-17. Northwest Daily Press Assn., Hotel Normandy, Minneapolis.

Oct. 18-20. Inland Daily Press Assn., annual meeting, Drake Hotel, Chicago.

Oct. 18-21. Junior Panel Outdoor Advertising Assn., annual convention, Morrison Hotel, Chicago.

Oct. 18-21. American Assn. of Advertising Agencies, western regional convention, Biltmore and Miramar hotels, Santa Barbara, Cal.

Oct. 19-20. Boston Conference on Distribution, 31st annual conference, Hotel Statler, Boston.

Oct. 19-20. Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn.

Oct. 21. Associated Business Publications, annual midwestern conference, Drake Hotel, Chicago.

Oct. 22-23. Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago.

Oct. 23-25. Midwestern Intercity Conference of Women's Advertising Clubs, Oakton Manor, Pewaukee, Wis.

Oct. 25-28. National Newspaper Promotion Assn., central regional meeting, Schroeder Hotel, Milwaukee.

Oct. 26-28. Life Advertisers Assn., annual meeting, Drake Hotel, Chicago.

Nov. 2-4. Broadcasters' Promotion Assn., 4th annual convention, Warwick Hotel, Philadelphia.

Nov. 4-5. American Assn. of Advertising Agencies, eastern annual conference, Biltmore Hotel, New York.

Nov. 8-11. Assn. of National Advertisers, annual fall meeting, The Homestead, Hot Springs, Va.

Nov. 18. American Assn. of Advertising Agencies, annual eastern central regional meeting, Penn-Sheraton Hotel, Pittsburgh.

Nov. 18-20. Television Bureau of Advertising, annual meeting, Hotel Sheraton, Chicago.

Nov. 23-24. National Business Publications, Regional Conference, Drake Hotel, Chicago.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

Beckman Names York

Beckman Instruments, Fullerton, Cal., has named Michael York corporate manager of advertising. Mr. York was formerly advertising and sales promotion manager of Beckman's Helipot division.

Du Pont Sets 'Heaviest' Men's Wear Promotion

E. I. du Pont de Nemours & Co., Wilmington, next spring will launch what it believes to be "the most intensive local promotion in the history of men's wear." The campaign will promote men's suits, slacks and sports coats made with Dacron, and will be staged in the 21 largest cities. It will be timed to break in each city at the same time as local promotions begin for lightweight clothing.

Based on the theme, "The summer look for the '60s," the local push will include advertising in 52 newspapers, six one-minute commercials on tv station per city, and 20 one-minute radio commercials. National advertising will start with a color spread in the April 11 *Life*, followed by ads in *Look, New York Times Magazine, Sports Illustrated, The New Yorker, The Saturday Evening Post* and *Time*. Batten, Barton, Durstine & Osborn, New York, is the agency.

QUALITY—*American Agricultural Chemical Co., New York, launches a new ad campaign this fall based on the "Agrico Difference." Copy explains why Agrico fertilizers are slightly higher in price than other brands. Spreads will run in Better Farming Methods, Farm Journal, Farm Store Merchandising, Farm Quarterly and state farm publications. Marsteller, Rickard, Gebhardt & Reed is the agency.*

Bankers Life Boosts Lynde

Charles M. Lynde, formerly manager of the John Marshall group division of Bankers Life & Casualty Co., Chicago, has been promoted to the post of executive assistant to the company's marketing vp. The company offers the White Cross Plan of sickness and accident insurance.

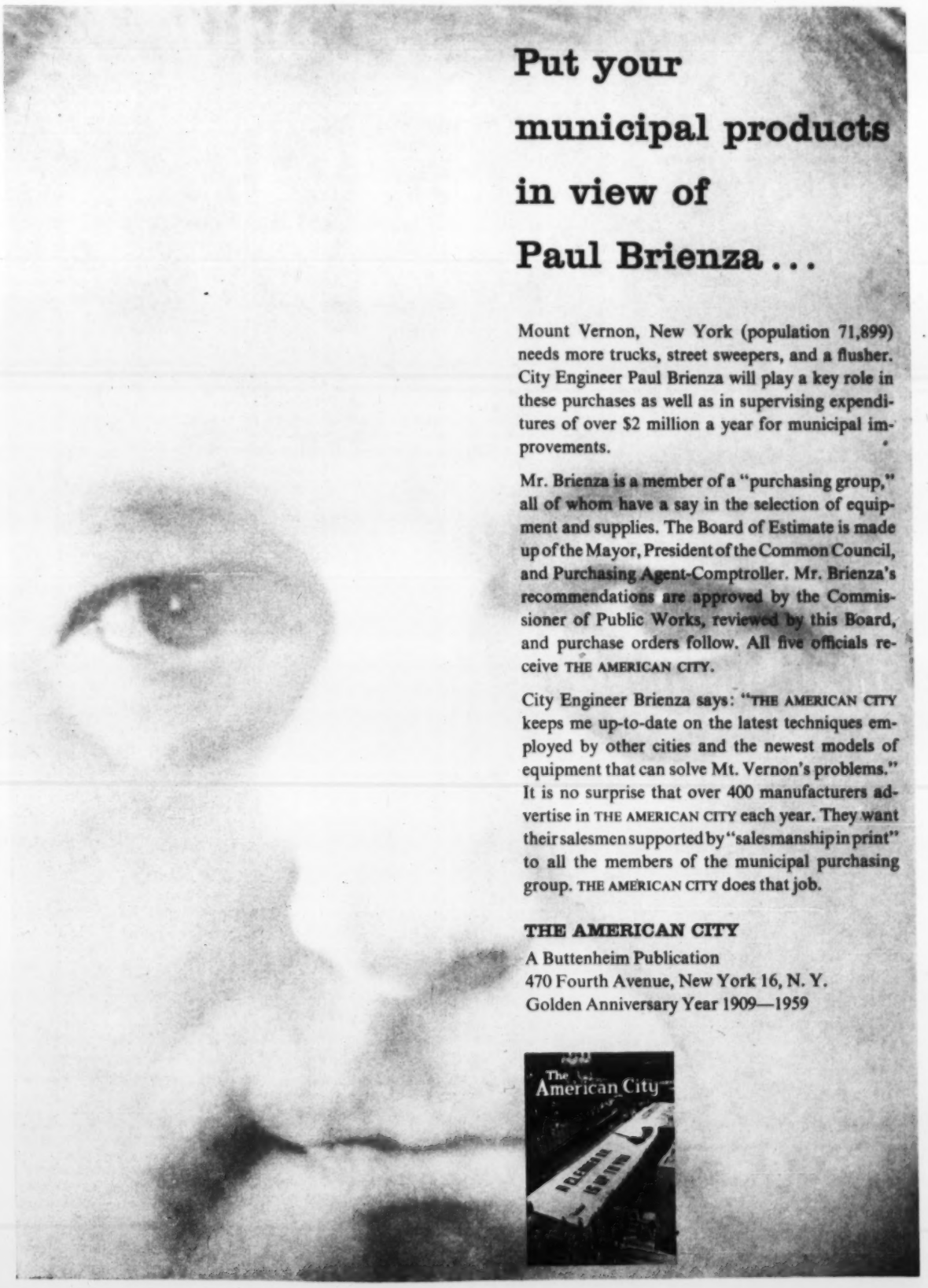
Drummond to Marketing Unit

Reed Drummond, formerly vp and plans board member of Fuller & Smith & Ross, Chicago, has affiliated with Marketing Management Inc., Chicago, a management consultant organization.

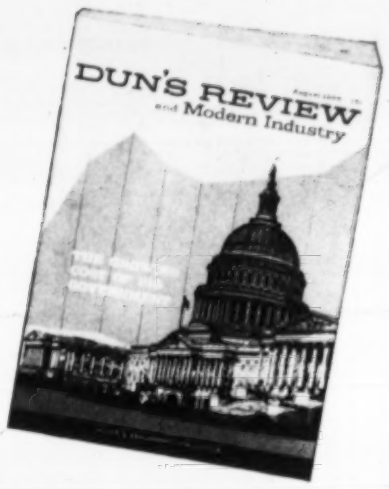
EASE CREATIVE WORRIES

Agencies geared for publication ads haven't time for supplemental media. If clients want direct mail, dodge a creative job by recommending the motto campaign. It creates good will and boosts sales. Works fine for your own promotion, too.

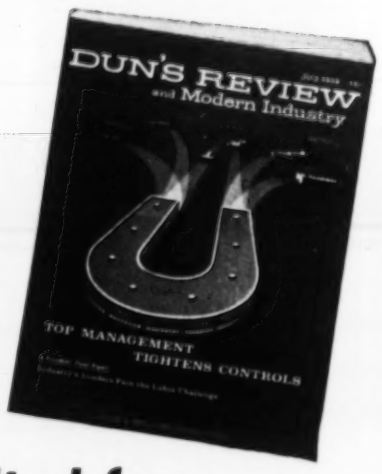
FREDERICK E. GYMER
2121 E. 9th St. Cleveland 15, O.


Put your
municipal products
in view of
Paul Brienza...
Mount Vernon, New York (population 71,899) needs more trucks, street sweepers, and a flusher. City Engineer Paul Brienza will play a key role in these purchases as well as in supervising expenditures of over $2 million a year for municipal improvements.
Mr. Brienza is a member of a "purchasing group," all of whom have a say in the selection of equipment and supplies. The Board of Estimate is made up of the Mayor, President of the Common Council, and Purchasing Agent-Comptroller. Mr. Brienza's recommendations are approved by the Commissioner of Public Works, reviewed by this Board, and purchase orders follow. All five officials receive THE AMERICAN CITY.
City Engineer Brienza says: "THE AMERICAN CITY keeps me up-to-date on the latest techniques employed by other cities and the newest models of equipment that can solve Mt. Vernon's problems." It is no surprise that over 400 manufacturers advertise in THE AMERICAN CITY each year. They want their salesmen supported by "salesmanship in print" to all the members of the municipal purchasing group. THE AMERICAN CITY does that job.
THE AMERICAN CITY
A Buttenheim Publication
470 Fourth Avenue, New York 16, N. Y.
Golden Anniversary Year 1909—1959
The American City

for the right impact on management...



advertise in the magazine



edited for the age of the manager

Dominant, continuous advertising to management is the effective . . . selective . . . economical way to influence business decisions. This is the reason advertisers are placing more pages in Dun's Review and Modern Industry. They have found this business management magazine is the place to influence the decisions of men who have the authority and interest to act.

Here your dollars buy frequent, impressive advertising read by important executives when they are thinking about business and most responsive to business advertising. When you advertise to business your advertising belongs in

DUN'S REVIEW
and Modern Industry
The magazine of Presidents
...and men who are going to be!
ABC

Torrent of Census Statistics Due to Appear

WASHINGTON, Sept. 8—The first trickle of information from a new set of benchmark censuses of the U.S. economy and population began to flow this week when the census bureau released the first preliminary state reports from the 1958 census of retailing.

In the succeeding months the torrent of statistics will increase in momentum under a schedule which visualizes a complete updating of all basic information on retailing, service trades, wholesaling, manufacturing, mining, agriculture, population and housing between now and the end of 1962.

The censuses of retailing, service trades, wholesaling, manufacturing and mining were taken early this year and are to be published on a timetable running through the next 12 to 14 months. Meanwhile a census of agriculture is to be taken this fall and a nationwide census of population and housing is to be made in April, 1960.

■ Georgia was the first state reported from the new census of retailing. Other states are to follow in rapid order, under a plan which contemplates a total of 54 reports between now and the end of October, covering each state and possession. Also in the publication schedule for the remainder of 1959 are preliminary state reports for the service trades, preliminary state reports for wholesaling, at least two summary reports from the census of mineral industries (mining), and four summary reports from the census of manufactures.

Reports which are now being published for the retailing, service trade, wholesaling, manufacturing and mineral industries provide market analysts with new basic information on production and buying power for small geographic areas, and for specialized lines of trade and product groups. Censuses of this type are made at five-year intervals.

■ Census officials are hopeful that many of the nearly 300 preliminary industry reports containing some of the most useful portions of the new census of manufactures will be available late this year. However, a large percentage of these reports may not be completed until early 1960. In any event, the bureau currently believes that virtually all of the essential results of the new censuses of retailing, service trades, wholesaling, manufacturing and mineral industries will be published during the next 12 months.

Hanging over the bureau as it moves into release of the business and manufacturing censuses is the fact that the censuses of agriculture and population and housing are following on an air-tight schedule.

More than 3,100 four-page bulletins containing the essentials of the census of agriculture are to be released between March and December, 1960. Meanwhile, the bureau's plans require that the tabulating and printing equipment must be "free" by the summer and early fall of 1960 to begin publication of preliminary reports from the censuses of population and housing.

Preliminary bulletins are 15¢ each, or $6 for the 54 from the Census Bureau or Commerce Department field offices.

■ Release this week of the first preliminary state report from the census of retailing betters by nearly two months the record set by the bureau when it first introduced electronic tabulating in the 1954 census. Of possibly greater significance is the fact that the more detailed final tables are scheduled to appear as much as a year faster than their counterparts after the 1954 census. Under existing statistical programming, officials point out, the big censuses are important largely for the mass of detail which they provide on economic activity in individual communities, lines of trade and product lines.

Most of the more general information about sales volume for the nation or for major lines of trade had already been estimated many weeks ago from sample reports on retailing and other current statistical series which the bureau operates to provide "spot" information vital to economists and others concerned with business fluctuations. But sampling cannot provide detail which is indispensable for analysis of local markets.

Actual enumeration for the censuses of business and manufactures got under way soon after the calendar year 1954 ended. Less than a month after the collection of information was officially "closed out" in July, the bureau's electronic computers began stamping out the preliminary state results.

■ The preliminary state tables now being released provide sales, employment and payrolls by 11 major lines of trade, and several sub-categories for the state as a whole, and for each major metropolitan district. In addition, it provides total sales, employment and payroll for each county and for each community of 2,500 persons or more.

Final reports for each state, which will appear during the first half of 1960, will provide more detailed line-of-trade information for individual communities. Other material due for release in the second half of 1960 includes approximately 100 central business district reports and a series of 20 "subject" bulletins on such special topics as credit, inventories, sales size, form of ownership, city size and employment size. #

FASHIONABLE—*Hart Schaffner & Marx uses photography by Richard Avedon, noted women's fashion photographer, for this series of b&w ads, scheduled for Gentlemen's Quarterly, Life, Newsweek, The New Yorker, The Saturday Evening Post and Time. Batten, Barton, Durstine & Osborn is the agency.*

What About
PROOF OF PURCHASE
in Contests?

This question was explored in a recent issue of our "*Advertisers Confidential Contest News Bulletin*". Four current contests were examined in detail, and their methods of handling the "box top" requirement discussed. To receive the "Bulletin" regularly, send us your name on your company letterhead.

Bruce, Richards
CORPORATION
CONTEST MANAGEMENT
AND JUDGING
104 E. 25th St., N.Y. 10 • OR 7-4600
(In Chicago: Dial 211 and Ask Operator for Enterprise 4531)

Aeroquip Corp. Names Four

Victor F. Kent has been promoted to assistant advertising manager of Aeroquip Corp., Jackson, Mich., and Robert J. Bowen has joined the company as supervisor of industrial sales promotion. Other appointments include Melvin D. Barger, former editor of the "Flying A," the company magazine, to assistant advertising manager in charge of public relations, and Carl F. Bachle, supervisor of aircraft sales promotion.

Bishopric/Green Boosts Two

Norman Swetman has been appointed television and film director of Bishopric/Green/Fielden, Miami. Mr. Swetman was formerly radio and tv director. Adrienne Cox, formerly tv assistant and assistant account executive, has been named radio director. Miss Cox will continue to assist in tv and film work in addition to her new duties.

Teubner Joins Martin

Ferdinand C. Teubner, formerly with the American Assn. of Advertising Agencies, has joined W. J. Martin & Co., New York publishers' representative. Mr. Teubner will cover the New York to Baltimore area.

Brown Names Lent, Adds Office

J. Gerald Brown Advertising, New York, has named Marjorie Lent, who left the agency three years ago to work in free lance promotion, copy chief. Brown has opened a branch office in Miami Beach at 260 95th St.

Meyers Adds Fastline

Fastline Inc., New York, zipper manufacturer, has appointed Edward M. Meyers Associates, New York, to handle advertising and public relations for its new snag-proof invisible zipper, Zipaway.

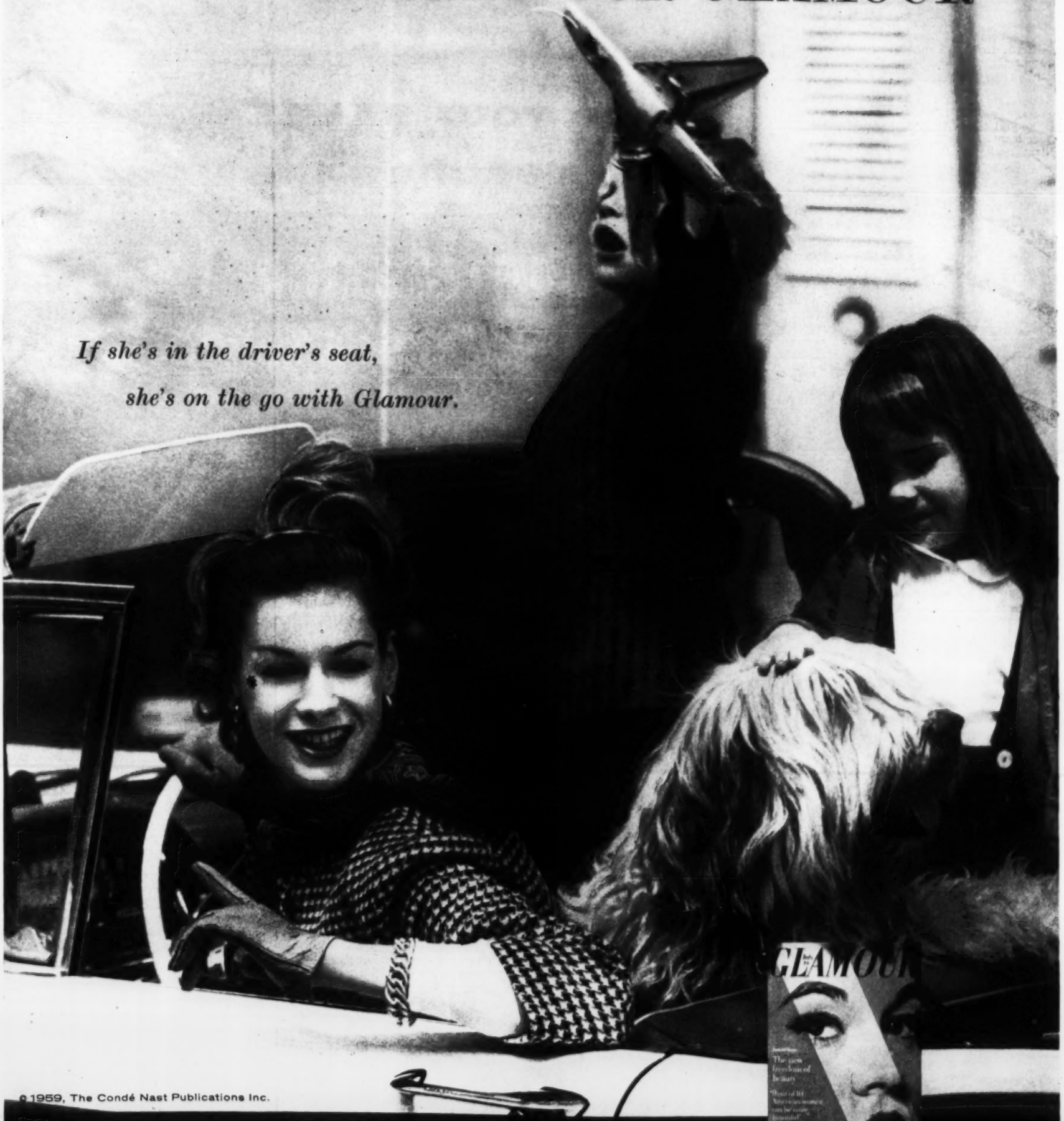
Richard Appelbaum Switches

Richard M. Appelbaum, formerly with M. J. Jacobs Advertising, has joined Mark, Simeon & Renard, New York, as an account executive.

MARKED FOR GLAMOUR*

If she's in the driver's seat,

she's on the go with Glamour.



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YOUNG WOMEN LIKE THIS ONE, LIKE THIS ONE

Paul Miller Opens Own House Agency to Handle Gimbel Food Plan Account

New Shop to Specialize in Handling Small Advertisers: Miller

NEW YORK, Sept. 11—An advertiser who has had three agencies in less than one year has now decided to form a house agency.

The Paul Miller Agency for Marketing & Advertising Inc. is opening with headquarters at 292 Madison Ave. Mr. Miller, who is administrative director of the Gimbels home food plan, is president. The first, and only client at present, is Gimbels home food plan, with billings approaching $300,000.

Under Mr. Miller will be a staff headed by Leo Leibow and a public relations and promotion department headed by Michael Hitzig. Both men have been with Mr. Miller in the home food plan. Previously Mr. Leibow was associate professor in business administration at Long Island University. During his 12 years at LIU he helped found the university's business research unit, where projects included motivational research.

■ Mr. Hitzig has worked for Abbott Kimball Co.; Grey Advertising; Ritter, Sanford, Price & Chalek, and most recently, has been handling advertising and publicity for the home food plan at Gimbels.

The agency said it will specialize in small accounts requiring special attention in marketing and advertising. It expects to add several new ones to the roster within the next few weeks.

Explaining the needs that dictated the formation of this house agency Mr. Miller said, "It is extremely difficult for many smaller companies dependent on advertising for their market to obtain from today's agencies a thorough and reliable program of counseling in the marketing mix.

"We believe that with our combined experience in solving practical marketing problems, along with our belief that only in a thoroughly tested market research program can areas of strength and weakness be detected, this new agency is trained to undertake the tasks it has set out to do.

■ "Inasmuch as advertising is only one phase of the total marketing picture," Mr. Miller continued, "the emphasis will be placed on a complete market program. We believe that only by coordinating sales strategy, advertising, direct mail and effective distribution of all printed material, can a method be developed for stimulating sales and product acceptance."

Mr. Miller said his recent experiences with outside agencies handling the Gimbels home food plan suggested the possibility of forming an agency catering to organizations with similar marketing problems. It is his contention that smaller agencies are not equipped to give the over-all marketing counsel required by this type of account and larger agencies that can do so find the account too small to interest them.

The Harold Miller Co. was the last previous agency on the account. Before that, Ehrlich, Neuwirth & Sobo handled it and prior to that, Ritter, Sanford, Price & Chalek. Previously, the food plan worked through the Gimbels advertising department, where, as a leased concession in the department store, it was on a fee basis.

■ Not that the home food plan has weathered a series of flops at its former agencies. In fact, it claims to be "the nation's largest department store food plan." It has upwards of 20,000 customers in a 150 mile radius of New York City who can spend anywhere between $14 and $75 weekly to buy their foods and pay off their freezers.

Its annual business is reported to be approaching the $3,000,000 mark and "leads" are converted into sales "at the best closing ratio of any food plan in the U. S."

■ In a field glutted at one time with fly-by-nights and Johnny-come-latelies—many of whom were solely interested in selling freezers at inflated prices—the Gimbels food plan has a re-order ratio of about 85%, which Mr. Miller says is "extremely high." But, obviously, he doesn't satisfy easily, and he thinks his own agency will get him more business at lower cost than before.

The new agency owner is a non-practicing New York University law school graduate who once sold encyclopedias and has been in the food business for about ten years now, as an executive with other companies before founding the Gimbel operation.

■ Mr. Miller keeps constant check on the food plan's advertising and promotional program. Many reports and statistical techniques have been adopted enabling the organization to analyze the effectiveness of any advertising or direct mail piece, and the relation of a salesman's performance to the over-all program.

Characteristics of typical food plan purchases are analyzed according to income, size of family and who is responsible for the family's buying decisions. Radio and television shows are selected

where your SALES STORY reaches the

Decision-Making Team

Today, most major advertising decisions are shaped by team effort. Chances are, in the companies and agencies you want to reach, at least three, four or more executives will influence the choice of your market, medium or service.

Industrial Marketing's monthly penetration of industrial companies and agencies is a vital factor for IM advertisers. Because IM is the only publication serving the specialized interests of those concerned with selling and advertising to business and industry, most of the men who call the shots on industrial markets and media are enthusiastic IM readers.

At Thomson Advertising, Inc., for example, which placed more than 4,000 pages of business-paper advertising in 1958, Industrial Marketing is read—and used—by executives who guide accounts of such business-paper advertisers as Caterpillar Tractor Co., Keystone Steel & Wire Co. and Broderick & Bascomb Rope Co. Here is what five members of the decision-making team at Thomson say about IM:

The magazine of selling and advertising to business and industry

INDUSTRIAL MARKETING

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

ABP ABC NBP 1 Year (13 issues) $3

on the basis of programs catering to this type of audience.

In newspapers, frequency of insertion, weekdays vs. Sundays, size of ad, amount of type and type of illustrations are all weighed before ads are placed in this medium.

The prime object of the advertising program is to reduce the cost of each sales lead, Mr. Miller points out. Integrated into the advertising program is a direct mail campaign which he describes as probably one of the most concentrated and effective campaigns executed by a regional food operation. Upwards of 1,000,000 mailing pieces may be sent out during a one week period, he stated.

■ Like most home food freezer plans, the Gimbel program is strongly interested in selling freezers at full list price and a lead who already owns a freezer is of rather secondary interest to the company. But the reputation and good faith inherent in the Gimbels name, and the high food renewal rate noted earlier confirms Mr. Miller's contention that his is strictly a bona fide and reliable food-at-a-saving operation.

In his venture into the agency business, Mr. Miller calculates he will not only do his food plan some good, but may possibly help other advertisers who have unusual marketing problems similar to his. #

Rotary Hospital to Warner

Rotary Hospital Equipment Corp., Buffalo, has named Harold Warner Co., Buffalo, to handle its advertising. The company manufactures hospital surgical glove processing machines.

APA Adds Two Members

The Agricultural Publishers Assn., Chicago, has added two new members: *New Mexico Farm & Ranch*, Las Cruces, and *Rural New Yorker*, New York.

A. ROBERT THOMSON
President

"The part marketing research plays in promotional plans grows bigger by the year. It's the foundation for our campaign planning for clients. We are constantly seeking new ideas and methods in marketing and Industrial Marketing is a substantial stimulant in this field. In fact, most of our key people are regular 'home readers' because of IM's wealth of provocative contents."

LYLE HOSLER
Executive Vice-President

"In the heat of today's increasing competition among manufacturers, new and fresh merchandising concepts are imperative to boosting sales curves. Industrial Marketing's broad coverage of all phases of sales and advertising hits every target. We don't see how the alert, aggressive industrial advertising man can afford not only to read IM, but digest it. It's a 'storehouse of gems' for promotional ideas."

MARJORIE OLSON
Media Director

"Believe it or not, we believe in advertising! Publication ads and articles appearing in Industrial Marketing provide useful facts in making publication recommendations. Many dozens of trade papers are used in our clients' advertising, and adequate comparative data and facts are important."

DAVID B. GRIMM
Vice-President and Copy Chief

"Since we specialize, here at Thomson Advertising, in industrial promotion, IM is right up our alley. The feature articles are specific, instructive and interesting. In fact, there's never an issue from which I don't absorb something really worthwhile. I'm an Industrial Marketing fan and give it a thorough study every month."

WILLIAM BERGSTROM
Vice-President

"I've been an advertising manager, an account executive and a production manager, and Industrial Marketing has been with me all the way. In building effective trade-paper ads, an eye is always peeled for new techniques and processes. IM is 'must' reading for me—and that goes for all creative people in our shop."

GE Expands Ad, PR Field Activities for Space Age Unit

PHILADELPHIA, Sept. 10—The traditional functional organization found in most industrial advertising and promotional groups has been discarded in favor of a combination client-functional operation by the missile and space vehicle department of General Electric Co., located here.

J. C. Hoffman, manager, product information of the department, said expansion was required to keep pace with the growth of the marketing effort at the GE space age department, and to obtain maximum promotional benefit from field activities.

Field offices have been established in Washington, D. C., at Cape Canaveral, Fla., and at Los Angeles.

■ Projects under way at the GE missile and space vehicle department include development of nose cones for the Thor, Thor-Able and Atlas missiles, recoverable satellites for the Discoverer program, communication satellites for the new Notus program of the Department of Defense, and other space age projects.

Under the new reorganization, key personnel in the department's advertising and promotional group are as follows:

Air Force promotional projects, W. Lovely; Army promotional projects, H. Kennett; Navy promotional projects, T. Raser; scientific promotional projects, W. Hoese; publication projects, P. Jensen; art director, R. Scarfo; publicity projects, McCartney; and publicist, A. Johnson. Field representatives are—Washington, R. Forbes; Cape Canaveral, N. Lang; Los Angeles, A. McKinlay. #

Washington Apple Commission Sets Three Campaigns

Promotion funds totaling $671,500 for the 1959-60 marketing season have been allocated by the Washington State Apple Commission to cover advertising, publicity, food-page publicity and a field staff. The total available for promotion is down from last year, paralleling a reduction of more than 20% in the estimated size of this year's crop, compared with last year. The commission depends for its funds on an assessment of 5¢ a box, paid by growers.

Three major promotion periods have been set up. The first in November and December will be under the heading, "Season's Best," to tie in with the holidays; the second in February and March will feature apples used in salads, and the third, in March-April-May, will stress Winesaps, the late apple. Cole & Weber, Seattle, handles the account.

Clark, Dunagan Names Three

Tena Cummings has been appointed media director of Clarke, Dunagan & Huffhines, Dallas, and Gloria Danbom and Bill Sturgeon have joined the copy staff. Miss Cummings formerly was director of radio and television of Sanders Advertising Agency. Miss Danbom was formerly public relations director of A. Harris & Co., and Mr. Sturgeon was formerly program director of KMAC, San Antonio.

NOAB Publishes Annual Market Listing

The National Outdoor Advertising Bureau, New York, has distributed its second annual "Complete Listing of Markets, Allotments & Costs, 1960" to agencies using its services. The 1960 edition contains for the first time Traffic Audit Bureau daily effective circulation figures.

Allergy Book to Go Monthly

Beginning with the January, 1960, issue, *Annals of Allergy*, St. Paul, will be published on a monthly instead of a bi-monthly basis by the American College of Allergists. Rate for a b&w page, one time, will be increased from $115 to $130.

Hudson to Smith/Greenland

Hazel Hudson, formerly with Chester Gore Co., has joined the account service group of Smith/Greenland Co., New York.

ARE YOU OVER-LOOKING THE VAST POTENTIAL OF THE 6-BILLION-DOLLAR CERAMIC FIELD?

Write today for your free copy of "Scope & Size of Ceramic Production in the United States." You'll get an eye-opener on the vastness of this industry . . . You'll see at once how your clients can begin cashing in on this tremendous potential . . . regardless of what they sell. Request your copy now!

AMERICAN CERAMIC SOCIETY BULLETIN
4051 North High St., Columbus 14, Ohio

STEPS TO PRIDE—*Taking the premise that all dogs like Pride beef stew, and adding the fact that all dogs come in varying sizes, Pride Inc., Philadelphia pet food packer, is using this "stepped-up" outdoor sign in Philadelphia along busy arteries and along commuter train routes. J. M. Korn & Co. is the agency.*

AFA Names George Clarke

George T. Clarke, associate professor of marketing at New York University, has been named director of the Advertising Federation of America's new bureau of education and research. He will continue in his present capacity at NYU.

Frank Block Names Ostfeld

Alex M. Ostfeld has been named director of media and research of Frank Block Associates, St. Louis. Mr. Ostfeld formerly was with Day-Brite Lighting and Anheuser-Busch.

Ellis Joins WLOS, WLOS-TV

Bill Ellis, formerly in the promotion department of WSPA-TV, Spartanburg, S.C., has been named promotion director of WLOS and WLOS-TV, Asheville, N.C., replacing Jack Winters, who has joined WTVJ, Miami, in a sales promotion capacity.

Wile Joins Muskegon Bank

Myron Wile has joined Hackley Union National Bank & Trust Co., Muskegon, Mich., as manager of advertising, public relations and business development. Mr. Wile was formerly vp, assistant general manager and director of WSRS, Cleveland.

Marietta Names Haislet

Donovan Haislet has been named Los Angeles sales representative of Marietta Broadcasting, owner of KFMB and KFMB-TV, San Diego, and KERO-TV, Bakersfield. Mr. Haislet formerly was an account executive at KFMB.

Hornung Joins Monroe Auto

Dale B. Hornung has been named promotion manager of Monroe Auto Equipment Co., Monroe, Mich. Mr. Hornung formerly was general manager of WMIC, Monroe, until its recent sale to the 560 Broadcast Corp.

ABC-TV Adds Two Affiliates

KDNO-TV, Yakima, a new station which will begin telecasting Oct. 1, has affiliated with ABC-TV. WHYZ-TV, Duluth, Minn., which begins telecasting this month, also has affiliated with ABC-TV.

Flagg Joins Ives-Cameron

Paul W. Flagg has been appointed advertising assistant of Ives-Cameron Co., Radnor, Pa., division of American Home Products Corp. Mr. Flagg formerly was a brand manager of Block Drug Co.

Topping to Einson-Freeman

Norman E. Topping, formerly with Consolidated Lithograph Co., has joined the midwestern sales division of Einson-Freeman Co., with headquarters in Chicago.

Security Trust to Operate Lexington 'Herald,' 'Leader'

LEXINGTON, KY., Sept. 9—The Security Trust Co. of Lexington, trustee under the will of John G. Stoll, will continue operation of the Lexington newspapers.

Mr. Stoll, editor and publisher of the *Lexington Leader* and principal stockholder of the Lexington Herald-Leader Co., died Aug. 26 (AA, Aug. 31).

The major portion of the Stoll estate was left in the hands of the trust company for the benefit of his widow, his three living daughters and the children of a deceased daughter.

The Lexington Herald-Leader Co. operates the *Lexington Leader*, the *Lexington Herald* and the *Sunday Herald-Leader*.

Provisions of the Stoll will dealing with operation of the newspapers directed transfer of all Herald-Leader Co. capital stock to the trust company and election of the president of the trust company, the general manager of the Herald-Leader Co. and Mr. Stoll's attorney as directors of the Lexington Herald-Leader Co.

■ E. S. Dabney, president of the trust company; Fred B. Wachs, Herald-Leader general manager, and Gayle A. Mahoney, Mr. Stoll's attorney, automatically become directors of the Herald-Leader Co. this week.

Mr. Stoll said in his will, "It is my hope and desire that the present conservative business policies of said newspapers will be continued after my death." #

Cremoland Names Co-ordinated

Cremoland Butter Co., New York butter maker, has appointed Co-ordinated Marketing Agency, New York, to handle advertising and marketing.

Lloyd S. Howard Moves

Lloyd S. Howard Associates, New York, has moved to new and larger quarters at 40 W. 55th St.

Hormel Revamps Packaging to Get More Impulse Sales

AUSTIN, MINN., Sept. 10—Using a six-point program, Geo. A. Hormel & Co. has redesigned its canned meat containers to capture a larger share of "the mass of shoppers who walk into supermarkets still undecided about what to buy."

Research by the company's agency, Batten, Barton, Durstine & Osborn, Minneapolis, confirmed earlier findings that more than 50% of all canned meats are bought on impulse, with an attractive label playing an important part in the selection process.

The decision to change labels on its cans was made by Hormel more than a year ago. Richard Arney, vp, Flavor-Sealed division, said the company wanted a design that "by its very distinctiveness encourages the consumer to choose Hormel canned meats."

BBDO's solution encompassed six basic factors which contributed to the makeup of the label:

• **1.** Blended background—The red and yellow blended background "has a much richer quality than a straight color," according to the agency's designers. The background was tested on Hormel chili cans, which were redesigned three years ago.

• **2.** Bright, lasting colors—Particular shades of red and yellow were chosen for brightness and legibility. Lithographed labels are used to give vivid colors and eliminate torn or missing labels.

• **3.** Visibility of product name—The design was based on a distinctive style that the Hormel logotype has had for several years, but was refined and improved technically.

• **4.** Illustration of food products—The product is illustrated on the label as it appears when ready for serving. This is important to the housewife, Mr. Arney said, "particularly if she is not familiar with the appearance of the product."

• **5.** Identification—The company for the first time uses uniform colors on each label to afford recognition of the Hormel "family" of meats.

• **6.** Mass impact—Labels have a distinctive effect when grouped on shelves or counters.

■ The 19 products packed in the new cans are beef stew, corned beef hash, spaghetti and meat balls, chili, barbecued beef, deviled ham, chopped ham, chopped beef, ham, picnic ham, beef tamales, Vienna sausage, canned frankfurters, liver pate, deviled meat, potted meat, Old Smokehouse spread, breakfast sausages and tongue.

Unaffected are three separate company labels—Spam, Mary Kitchen roast beef hash and Dinty Moore beef stew, which have their own product personalities. #

American News Starts Ad Specialties Division

American News Co., New York, has established an advertising specialties division. Ralph Florea will head the division.

Noack Joins Hameroff

Jerome C. Noack has joined Hameroff Advertising, Columbus, O., as copywriter and account executive. Mr. Noack was formerly with Harold E. Flint & Associates, Fargo, N.D.

Clarence Olson Retires

Clarence R. Olson, advertising and sales promotion consultant of the Lion Oil division of Monsanto Chemical Co., El Dorado, Ark., retired Sept. 1. He joined the company in 1936.

ONE SINGLE MARKET FOR GROCERIES!

3rd IN PENNA.
47th IN U.S.A.

SINGLE MARKET
SCRANTON-
WILKES-BARRE and HAZLETON
SINGLE MARKET SIN
SINGLE MARKET SIN

DISTRIBUTORS AND CHAINS SERVE THE TWO AREAS by SINGLE WAREHOUSING!

$168,345,000.00 IN FOOD SALES!

TOTAL OF LACKAWANNA AND LUZERNE COUNTIES IN SRDS CONSUMER MARKETS—MAY 1959

COUNTY "MARKERS" MELT AWAY UNDER MODERN METHODS OF MARKETING!

ONLY The Scranton Times
GIVES YOU THE MOST DOMINATING COVERAGE IN LACKAWANNA COUNTY!

SAWYER-FERGUSON-WALKER COMPANY, National Representatives
New York • Chicago • Philadelphia • Detroit • Atlanta • Los Angeles • San Francisco

MANHATTAN'S DISTINGUISHED APARTMENT RESIDENCE
IN THE AREA OF ACHIEVEMENT OFF THE UNITED NATIONS PLAZA

STRETCH 'N STROLL TERRACES
MAGNIFICENT EAST RIVER VIEW

333 EAST 46th STREET / NOW RENTING
20 Stories and Penthouse / 2 to 6 Rms. / Rental Office on the site / Open Daily and Sundays, 10:00 A.M. to 7:00 P.M. / MUrray Hill 2-0925 / From $155
Rental Agent: CHARLES H. GREENTHAL CO., INC.
20 East 46th Street / MUrray Hill 7-7070

she won't see

your TV commercial while she's driving to the store

PERHAPS Mrs. Suburbanite sees your commercial—or reads your ad—at home on Monday evening. She's impressed and decides to buy. But she won't be driving to the store that handles your product until Friday. Or maybe it's a week from Friday.

What are the odds she will remember to make the purchase?

It's a cinch that your odds will be a lot better if you have advertising at work *continuously* to keep product, image and desire at the top of her mind!

An effective way to do this job is with reflectorized highway displays by National Advertising Company. Here is supplementary advertising that makes print and broadcast media work harder—that bridges the gap between the point of persuasion and the point of purchase.

There are other reasons why reflectorized highway displays by National Advertising Company deserve consideration. Here are some of them.

A NATION ON WHEELS

The highway display delivers your message at a key time—when the customer is on his way to the store. It is a medium that offers you more than 90% coverage of your market...with 10 exposures per prospect per month on the average. The growth of the suburbs with their above-average-income families has literally put the nation's shoppers on wheels!

LOW COST PER THOUSAND

Reflectorized highway displays rank with the lowest on cost per thousand exposures. But cost per thousand *impressions* is even more significant, because independent research establishes a readership of 42%.

A SELLING DISPLAY NIGHT AND DAY

One-third of all highway travel is at night. But the message is never blacked out, because National Advertising Company displays are reflectorized. During daylight, the message is carried in full color. At night, car headlights bring the displays to life, still in full color, illustrations and all.

ONE CONTACT FOR NATION-WIDE SERVICE

National Advertising Company is the only organization that offers complete highway display service from coast to coast. One call does it all. We secure locations...create and erect signs...inspect, maintain and repair on a regular basis.

FULL AGENCY COMMISSION

These highway displays are subject to agency commission.

Get the facts today. Send for the full color, 8-page booklet that describes our reflectorized highway displays and services for agencies.

DAY AND NIGHT

Some of the famous names that are sold on reflectorized displays:

Marlboro • Pennzoil
Hartford Insurance
New York Bell Telephone
Ralston-Purina • Amoco
Pittsburgh Paint
Coca-Cola
Howard Johnson
Shell Oil • Alcoa
State Farm Insurance

NATIONAL ADVERTISING COMPANY

Subsidiary of Minnesota Mining & Manufacturing Company

Sales and Service Offices in 27 Cities Coast to Coast

6850 South Harlem Avenue **Bedford Park, Illinois**

3M COMPANY

Guterma Couldn't Have Delivered Mutual: Hurleigh

Net Head Comments as U. S. Indicts Ex-Owner in 'Propaganda Plot'

WASHINGTON, Sept. 8—The latest government action against Alexander L. Guterma, mysterious international financier, charged that he and two of his associates—Hall Roach Jr. and Garland Culpepper Jr.—collected $750,000 from the Dominican Republic in a plot that was supposed to channel Dominican propaganda onto the Mutual network.

■ Mutual's president, Robert F. Hurleigh, promptly informed the network's 454 affiliates that the network was cited only because officials then in control had "offered the use of the facilities to carry out the purposes of the conspiracy."

Noting that the three former officials have had no connection with the network since February, Mr. Hurleigh reported that in the five months he controlled Mutual Mr. Guterma had spent less than an hour at network headquarters.

"The alleged conspiracy was without the knowledge of any officials connected with the operation of the network," he said. "Had Mr. Guterma any minimal knowledge of network operations, he would have known the alleged plot could never have been executed without the cooperation of news men of long-standing reputations and unquestioned integrity."

■ The three-count indictment handed up by a grand jury here says Mr. Guterma and his associates collected the money in February, and that some broadcasts were made from Washington.

In mid-March the Guterma group relinquished its control of Mutual. A spokesman for the Dominican embassy was quoted in the *Washington Post & Times Herald* as saying that lawyers have been retained in an effort to recapture the $750,000.

■ Since his affairs became tangled in federal regulatory machinery early this year, Mr. Guterma has been bombarded with a series of legal actions. Previously he has been charged with siphoning $642,000 from Bon Ami Co., while he was its board chairman for two years (AA, Sept. 7), and with filing or conspiring to file false reports with the SEC for United Dye & Chemical Corp., and F. L. Jacobs Co.

The indictment charges that Mr. Guterma, as president of Mutual; Mr. Roach, who was chairman of the board, and Mr. Culpepper, vp, secretary and a director, were paid to set up Radio News Service Corp. as a contracting company dealing with the Dominican government.

■ The indictment charges failure to register under the Foreign Agents Registration Act of 1938. Maximum penalty for violations alleged in the indictment could be five years' imprisonment and a $10,000 fine.

■ According to the indictment, the arrangement was completed during a meeting in the Dominican Republic Jan. 30, and steps were taken to organize Radio News Service in February. The indictment said broadcasts were made from Washington in February, but Justice Department officials are refusing to elaborate at this time.

In addition to the three ex-officials of Mutual, the indictment identifies as co-conspirators, but not defendants, Mutual Broadcasting System, Radio News Service Corp. and Otto Vega, an official of the Dominican government. Also identified as participants in the conspiracy are Gen. Rafael Leonida Trujillo Molina, Porfirio Rubirosa and the government of the Dominican Republic.

■ In New York last week, Mutual was still trying to untangle its financial difficulties. Formal acceptance of a reorganization plan under Section 11 of the bankruptcy law had to be postponed when the city of New York filed a last minute claim for business and sales taxes.

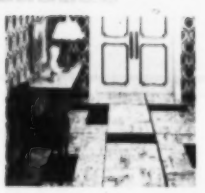
Mutual reported that other creditors all notified referee Asa Herzog of their acceptance, but that the city was insisting on full satisfaction of its claim. Meetings with city attorneys were reported under way in the hope that the reorganization can be completed Sept. 14.

■ In an interview with the *Washington Post & Times-Herald*, a spokesman for the Dominican Republic contended the agreement with Mr. Guterma and his associates was executed as an aboveboard business deal. He said it was assumed that no American laws would be broken.

"The contract was thought of as a way of getting legitimate news about the Dominican Republic and its anti-communist activities into the U.S.," the article said. "The spokesman said this was necessary because the Dominican Republic is pictured in an unfavorable light in the American press."

Two years ago John Joseph Frank, a Washington attorney, was charged with failing to register as a Dominican agent. He pleaded *nolo contendere* and threw himself on the mercy of the court. #

Foster Binns Jensen Lewis Angle



CONFERENCE BY PHONE—*The five marketing execs above in the home office of Armstrong Cork Co., Lancaster, Pa., are talking over ad plans with field salesmen in 21 offices via a special telephone hookup. They are explaining Armstrong's largest single ad, a folded eight-page color "Guide to Modern Vinyl Floors" in the September and October issues of House Beautiful, House & Garden and Living for Young Homemakers. The section of the ad shown at left folds up into four parts to standard magazine size. Remainder of the ad is on the other side. Benton & Bowles, New York, is the agency. The gentlemen at the conference are L. E. Foster, marketing manager, linoleum and Corlon; J. H. Binns, general sales manager, floor division; H. A. Jensen, marketing manager, Excelon and asphalt tile; E. H. Lewis, copy chief, floor advertising section, and R. A. Angle, marketing manager, luxury tiles.*

Screen Gems Boosts Hyams; Schneider Assumes Prexy Title

Jerome Hyams has been promoted from vp in charge of syndication to vp and general manager at Screen Gems, New York, tv film producer and distributor. Mr. Hyams, who will function as administrative head, also has been elected to the board of directors. Abe Schneider, president of Columbia Pictures, Screen Gems' parent company, will assume the title of president of the tv subsidiary, a position formerly held by the late Ralph Cohn. John H. Mitchell, vp in charge of sales at Screen Gems, and Burton H. Hanft, vp in charge of business affairs, will assume greater managerial duties.

Borden Offers Pennants

The ice cream and fluid milk operation of the Borden Co. will offer scale model college pennants in school colors as a national premium this fall during the football season. At the same time a new ice cream flavor, banana bowl, will be introduced. A set of pennants—there will be 26 sets—will be available for a side panel from banana bowl or selected size milk containers and 25¢. Advertising will be divided among Borden's agencies, Young & Rubicam and Benton & Bowles in New York, plus local agencies in the individual Borden districts. Television, newspapers, radio and point of sale will be used.

Basford Adds Three Accounts

Three New York chemical companies have appointed G. M. Basford Co. to handle their advertising and public relations. They are: Fairmount Chemical Co., manufacturer of hydrazine and its derivatives, which had no former agency; Chas. L. Huisking & Co., manufacturer and distributor of chemicals for the drug, cosmetic and feed additive industries, formerly handled by Rea, Fuller & Co., and Century Chemical Corp., manufacturer of chemicals for dyestuffs, textiles, plastics, and animal feed, a new company.

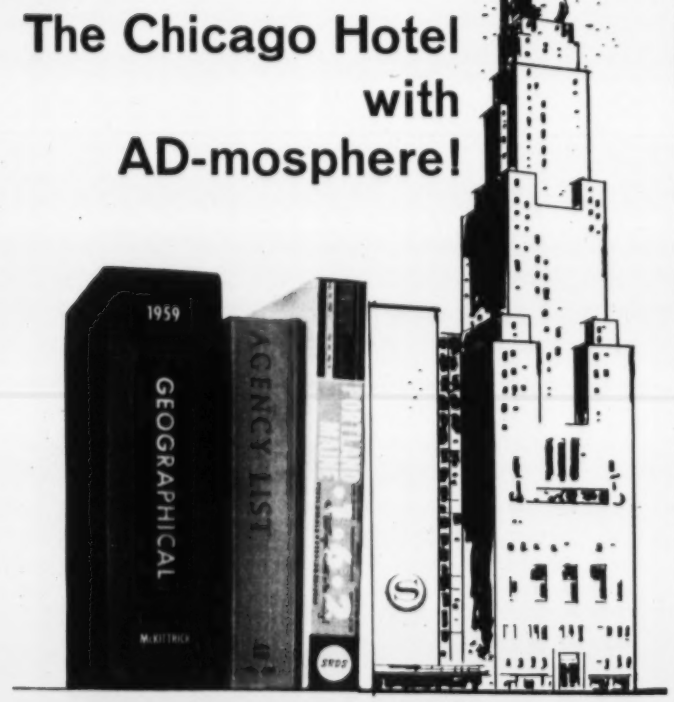
'Scoot' Files Petition

A bankruptcy petition has been filed in eastern district court by Scoot Magazine Publishing Co., New York, publisher of a motor scooter magazine known as *Scoot*. Liabilities are reported at $8,953, assets at $568.

Marshall & Coch Moves

Marshall & Coch Advertising, New York, has moved to larger offices at 211 E. 53rd St.

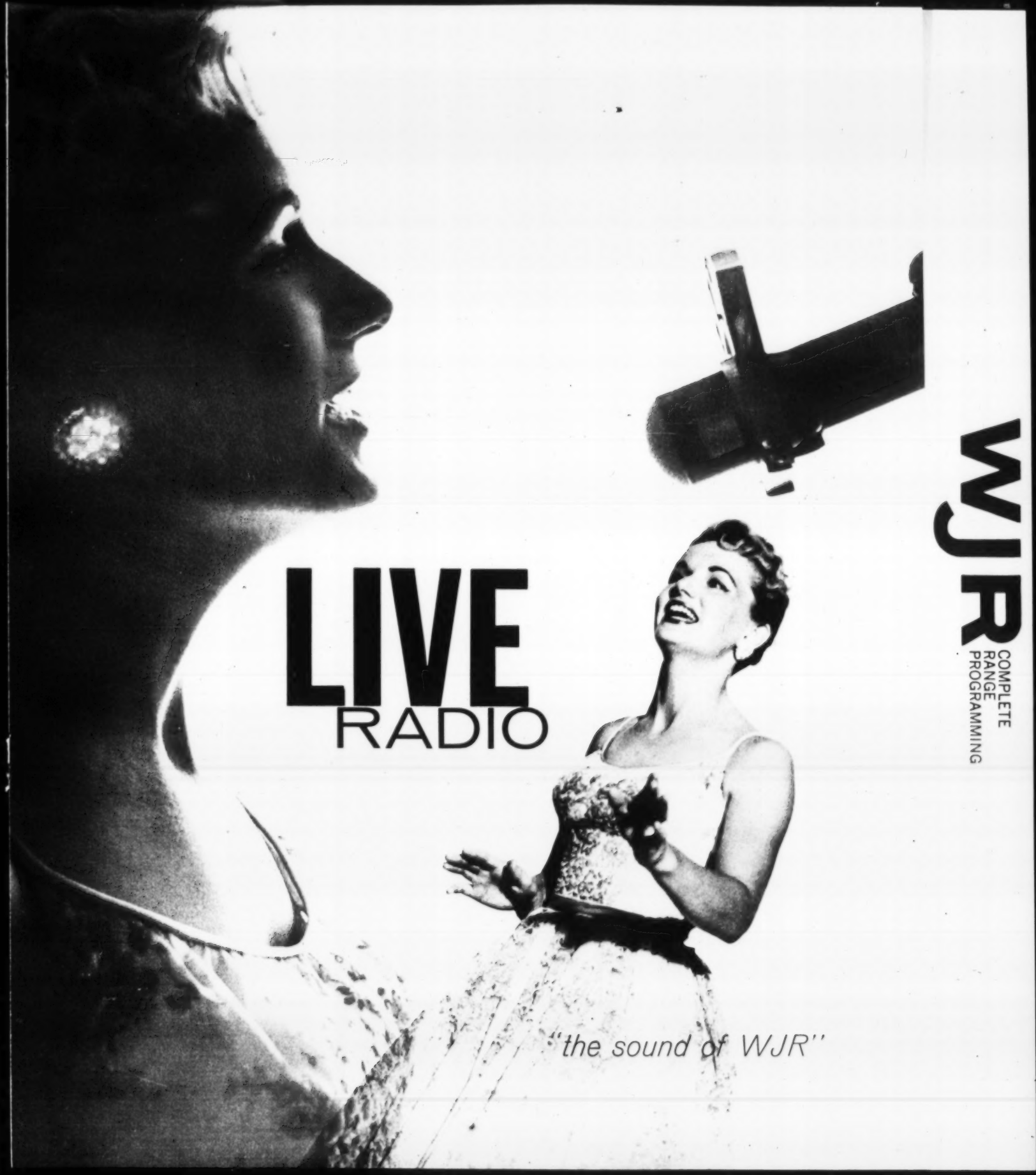
WESTERN HORSEMAN
149 Advertising Agencies Placed 187 National Accounts in Last 16 Issues of THE WESTERN HORSEMAN
3650 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO



You'll find 752 agencies and related businesses within 5 blocks of the Sheraton Towers. About half our guests are *in* or deal *with* the advertising business. That's why we say you'll like the AD-mosphere. Every room air-conditioned.

SHERATON TOWERS

505 N. MICHIGAN AVE., CHICAGO 11, ILL. • WHitehall 4-4100
Michael T. McGarry, General Manager • Home of The Chicago Press Club


LIVE
RADIO
WJR
COMPLETE
RANGE
PROGRAMMING
"the sound of WJR"

there's more life in

LIVE

programming

And WJR has it! Live programming that's custom tailored for the many different tastes and needs of the 17,000,000 people within sound of our voice.

WJR broadcasts 29 different live shows, most of them daily. In addition, there are two 15-minute sportscasts and nine 15-minute newscasts every day. All these programs are written and produced by WJR, and star WJR personalities. Fact is, our staff of 134 people is probably the largest of any single radio station in the country.

For years our policy has been live, imaginative programming, specifically directed at adults, serving adult interests. This pays off for the listener . . . and the advertiser, since his message goes first class to the people who are most likely to buy what he sells.

WJR is the wide-awake, hustling, bustling, "buying power" station in the Great Lakes area.

there's more of everything in COMPLETE-RANGE PROGRAMMING

NEWS

Nine 15-minute newscasts daily
"Business Barometer"
"President's News Conference"
"Washington Report" —Jack Hamilton
"Your Government"
"City Hall Reports"

SPORTS

"Bob Reynolds Show"
"Sports Final"
Night major league baseball
Professional football
College football
Major golf events
High school basketball

LIVE MUSIC & VARIETY

"Dinner Date" Jimmy Clark Quartet
"Guest House"
"Composite" Wally Schaefer Trio
"Mother's Album"
"Jack Harris Show"
"Renfro Valley Gatherin'"
Harry Safford and the WJR Studio Orchestra

RECORDED MUSIC

"Showcase"
"Wake Up Show"
"Music Hall"
"Time Out for Music"
"Music before Midnight"
"Night Flight"
"Country Style Jamboree"
"Choral Cavalcade"
"Broadway Musicals"
"Holiday in Hi-Fi"

FINE ARTS

"Spectrum"
"Summer Symphony" Detroit Symphony Orchestra
"Great Operas"
"Adventures in Good Music"
"Sunday Symphony"
"Symphony Hall"

FARM

"Voice of Agriculture"
"Weekly Farm Review"
"Farm Forum"
"Farm Roundup"
"Farm Digest"

RELIGION

"Sunday Hymns"
"Layman's Hour"
"Religion in Action"
"Hymns of Faith"
"The Chapel Hour"
"Sunday Choir"

VOCALISTS

Fred Kendall
Jan Wynn
Judy Carroll
Jack Harris

WOMEN'S DEPT.

"Mrs. Page"
"Show Business" —Marjorie Gibbs

HUMOR

"The Sunny Side of the Street"
"The Best of Guest"

YOUTH

"Make Way for Youth"
"Junior Symphonic Band"
"Junior Town Meeting"
"Your Story Hour"

NEWS ANALYSIS

"Points and Trends"
"Topic for Today"
"Public Affairs"
"Press Club Presents"

EDUCATION

"You and Your Health"
"Animal Land"
"You are the Jury"
"Don't You Believe It"
"The Answer Man"
"Ask the Professor"
"Portrait of Cities"
"Sunday Supplement"
"America's Economic Future"

WJR
COMPLETE RANGE PROGRAMMING

this is WJR's market

big . . . covering major portions of Michigan, Ohio, Indiana and Southwestern Ontario. More than 17,000,000 people live here. Nearly 200 radio stations can be heard in parts of this area. Only WJR reaches it all.

wealthy . . . the fifth richest market in America. In population, income and retail sales, this area accounts for about 10% of the entire U.S. market. With one single advertising buy, you've covered the heartland of the Great Lakes.

adult . . . the people with purchasing power listen to WJR for "Radio with Adult Appeal." WJR broadcasts a skillful blend of entertainment, information and education, tailored to adult tastes.

responsive . . . a radio station which provides the most in programming, gets the most in audience respect and response. It's just good sense—when they like what they hear, they're more inclined to take action on the advertising that comes along with it.

the next step . . . get in touch with WJR sales or your Henry I. Christal representative.

in the Great Lakes area,
the Live One is

WJR DETROIT

760 KC. 50,000 WATTS

RADIO WITH ADULT APPEAL

Vanity Publishing Racket Still Flourishes, NBBB Bulletin Warns Aspiring Hemingways

NEW YORK, Sept. 9—Advertising people who are aspiring authors can discover much about the perils and pitfalls of subsidy publishing from the September bulletin of the National Better Business Bureau.

"Despite all the warnings and all the exposes over the years, the vanity press still flourishes," the bulletin reports. "Although subsidy publishing can be, and is, an entirely legitimate business when performed for an author's own private printing and distribution, it takes on the nature of a racket when used to dupe amateur authors into paying promoters for the publication of their own literary efforts through misrepresentation and flattery.

"The vanity press preys upon the hopes and dreams of would-be authors by flattering them into believing that their attempts at poetry, literature or song writing merit publication. It talks about sales and royalties so as to imply that amateur authors may get their money back—and more—and thereby induces the gullible to sink their savings in a self-subsidized publishing venture in a bid for immortality."

■ During the past two years, the bulletin reports, the Federal Trade Commission has ordered five vanity publishers to quit misrepresenting the character of their business and the services they perform for authors. The publishers are Vantage Press, Comet Press, Greenwich Book Publishers, Exposition Press and Pageant Press, all of New York.

All have signed consent orders with the FTC for settlement purposes but did not admit they had violated the law. A second complaint against Exposition Press, charging that it "falsely advertises it pays authors a 40% royalty on books it publishes," was issued May 25 and is still pending.

While the subsidy publishers have agreed to cease and desist orders in the past, the FTC points out:

"To flatter an author for the sole purpose of taking his money is a deceptive practice which can be halted by an FTC order, but this is small consolation for the victimized writer whose hard work and high hopes have been abused in order to provide the vanity publishers quick profit."

■ The subsidy publisher's pattern was described by the FTC in the NBBB bulletin as follows:

"The vanity publisher invites an author (usually through advertising) to submit his manuscript for sincere and constructive evaluation by an impartial expert. The author is told his manuscript has been accorded 'the most enthusiastic reader reports in many a month.' Indeed, the firm's own top executive could not resist likewise becoming enchanted with the manuscript's merit.

"With this bait in the sales trap, there ensues correspondence referring to promotional advertising, multiple editions, foreign sales, movie and tv rights, best seller lists and literary awards.

"Next comes the contract whose fine print has the effect of requiring the author to pay all costs of the first (and nearly always the last) edition. The same fine print spares the publisher any solid financial responsibility for promoting the book. In short, the 'cooperative publishing plan' assures the profits to the vanity publisher and the costs to the author. The costs, incidentally, must be paid in advance. They may run as high as $6,000, depending upon the book's size and the initial print order."

The FTC cited several warning signals to enable a writer to distinguish a vanity publisher from a reputable publisher.

1. The vanity publisher invariably insists on advance payment of a cooperative publishing fee.

2. Unlike the vanity houses, reputable publishers never advertise for cooperative publishing ventures. They do however, during negotiations, occasionally ask authors to share expenses, particularly when it is mutually conceded that the book will not command wide popular interest.

3. Vanity houses advertise spectacular royalties, with 40% not uncommon.

4. Vanity houses are hard put to point out happy former customers.

■ Among the typical claims made by vanity publishers which the FTC ordered abandoned are the following:

• That none of the books published by them has resulted in a failure.

• That sales will warrant more than one edition of a book.

• That they recommend for publication only those manuscripts with literary merit and sales appeal.

• That they supply authors with the same promotion services that the largest book publishers give their big-name best-selling authors.

• That they have salaried traveling salesmen who spend all their time selling only their books.

• That their books generally are purchased in large numbers as a common practice by leading libraries.

• That their promotion always results in placement of their books in book stores in the vicinity of the author's home.

■ The NBBB bulletin offers advice to amateur authors to help them avoid being victimized by a vanity publisher.

1. Discuss your writing ambitions with knowledgeable people locally whom you know you can trust.

2. If a publisher asks you to pay anything or to buy anything, realize that you, either alone or with others, are bearing the costs and assuming the risks of publication and that the publisher will make his profit from you rather than from the possible public sale of a book or song.

3. Don't be fooled by references to possible royalties from publishers who want you to pay. Ask for the names of 15 or 20 other authors who have paid to have their works published and have received back in royalties the amount they paid the publishers or more.

4. Don't be fooled by flattering forecasts about the importance of your work and its prospective impact upon the literary or musical world. Publishers who believe they have marketable material will risk their own money in publishing it, not the author's.

5. Don't let your vanity get the better of your judgment. #

Barickman to Winius-Brandon

James H. Barickman, formerly a partner in Bruce B. Brewer & Co., has joined Winius-Brandon Co., St., Louis, as vp and manager of a new Kansas City office at 1016 Central St.

Put More Zit in Your Zingo
ORIGINAL GIMMICKS
Novel gimmicks spark campaigns, make friends, do big promotional jobs—we develop original gimmicks to meet your special needs. For direct mail, promotions, conventions, premiums, etc. 1c to $1.00 or more. Gimmick mail programs developed and handled. Write for details. Halbach Advertising, 510 Maine St., Quincy 2, Illinois.

Two guides to better paper buying

LOOK FOR the Cotton Fiber "Better Papers" emblem. It is your reference mark for correspondence and record-keeping paper of exceptional *beauty, strength, performance.*

SEND FOR the free Cotton Fiber Booklet—"What Every Businessman Should Know About Paper—Today!" It explains what cotton fiber papers offer *you* in terms of prestige and performance.

BETTER COTTON FIBER PAPERS

©Cotton Fiber Paper Manufacturers, 122 East 42nd St., New York City

BETTER PAPERS ARE MADE WITH COTTON FIBER
LOOK FOR "COTTON" OR "RAG" IN THE WATERMARK OR LABEL

Westinghouse Shifts Tooke; Allen Is WBZ-TV Manager

Franklin A. Tooke, formerly general manager of WBZ-TV, Boston, has been named vp in charge of the Cleveland area for Westinghouse Broadcasting Co. This post has been vacant since last May, when Rolland Tooke left it to become exec vp of Westinghouse in New York.

James E. Allen, previously sales manager at WBZ-TV, has replaced Franklin Tooke as general manager.

Johnson Agency Gains One

Service Instruments Corp., Addison, Ill., manufacturer of the Sencore line of test equipment for tv service men, has appointed R. N. Johnson Advertising, Chicago, to handle its advertising. The account, which uses largely electronic service trade publications, was formerly handled by Sander Rodkin Advertising, Chicago.

Organize New IAA Group

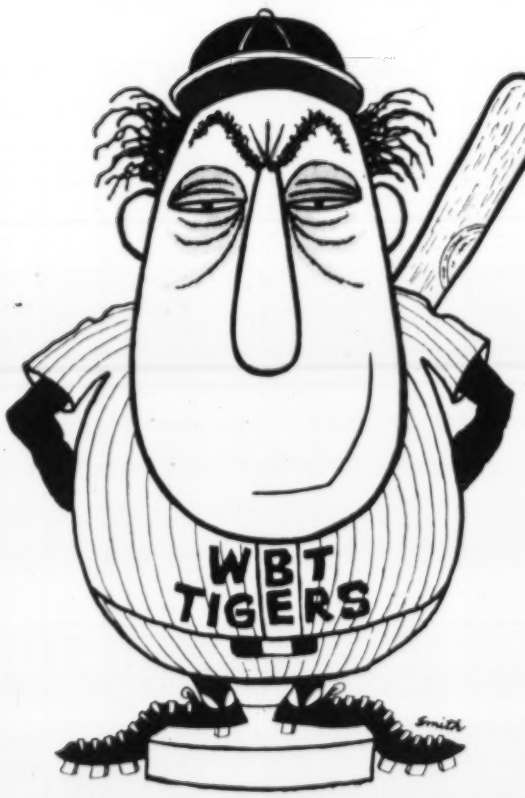
Export advertisers in Cleveland and in an area from Detroit to Pittsburgh have organized the Cleveland-Lake Erie chapter of the International Advertising Assn. with 26 charter members, the second chapter of IAA. Richard L. Burt, public relations director of Yoder Co., Cleveland, said the purpose of the chapter is to bring together men and women in the export advertising field in the area.

Wedgewood Names Rydell

Alice Rydell, formerly merchandising director of *House Beautiful*, has joined Josiah Wedgewood & Sons, New York, china manufacturer, as advertising and publicity director.

'Mad' Accepts Ads

Mad, New York, a monthly comics magazine, will accept advertising with ad rates based on $4,000 per b&w page. Circulation guarantee is 1,000,000.



We're on First again!

Actually, WBT doesn't get many singles. Most of our hits are home runs.

Like during the March 1959 area Pulse. We scored 214 firsts to our opponents' 2. There were 60 opponents, too!

Obviously, this is a pretty fast league. Our line-up of sluggers (Pat Lee, Grady Cole, Clyde McLean, Alan Newcomb and 22 others) always comes through to keep us on top.

Pitch in with the WBT team. Let our "murderer's row" of personalities, programming and power put your product in contention for the pennant in the nation's 24th largest radio market. Call CBS Radio Spot Sales for our box score.

WBT CHARLOTTE

REPRESENTED NATIONALLY BY CBS RADIO SPOT SALES
JEFFERSON STANDARD BROADCASTING COMPANY

FTC-PROOF?—*This is part of a full-page ad running in Washington newspapers for Super Giant stores which contains a box (right) regarding prices shown. The box, similar to others run recently in Washington by discounters, is supposed to be insurance against FTC action on fictitious price advertising.*

American Glass Tinting Coordinates Ads, Direct Mail and Sales Calls in All-Year Push

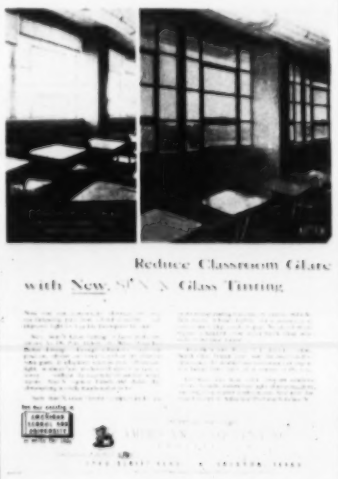
HOUSTON, Sept. 9—An advertising program coordinated with dealer direct mailing campaigns and with personal calls of their salesmen has extended the selling seasons from one (winter) to an all-year-round program for American Glass Tinting Corp.

The company sells a plastic tinting material which covers ordinary glass windows and is designed to reduce heat, glare and the fading of materials inside the buildings. It has 63 dealers in the U.S. and 31 dealers in 26 foreign countries.

Ritchie Advertising Agency, Houston, handles the account and Bill Hopson is account executive.

■ "Most dealers thought of it as seasonal business," Mr. Hopson said. "They would sell it in the winter, to prepare stores, office buildings, hospitals and schools to resist the heat and glare of summer.

"We found out, however, that there is a market for glare reduction and fade reduction at any time of the year. To make the most of that fact—and to sell the dealers on cooperating—we worked out a coordinated year-round program."



CLASSROOM GLARE—*This ad is one of a series of business paper units placed by American Glass Tinting to show various uses.*

The program worked out by the agency sets a time table for appeals to each of six kinds of consumer markets for window tinting. The advertising budget is divided among magazines reaching each of the six markets, and on direct mailing pieces for dealers to send out.

■ The campaign to reach owners of stores, for example, starts with magazine ads in November. Direct mail also starts in November, and continues into December. The program of personal calls upon potential customers by salesmen starts in December, up until the Christmas season pre-empts all public attention.

Office building owners and managers are the targets of advertising during April, May and June. The direct mail campaign runs through April and the first half of May. Personal calls start in mid-May and run through mid-June. The magazines used in the campaign are *Buildings* (April and May) and *Skyscraper Management* (June).

Upcoming in September, October and November is the magazine campaign to reach owners and managers of factories. The schedule calls for an ad in *Plant Engineering* in September, *Factory* in October and *Southern Power & Industry* in November.

■ The direct mail campaign runs through September and the first half of October. Personal calls start in mid-October and continue throughout November, according to the schedule.

In all, the 1959 program uses 15 magazines and six series of three dealer letters, one for each market group. The 1959 budget is $60,000, according to Monte Pendleton, president of American Glass Tinting Corp. Company officials raised the budget in mid-year from $50,000, when they determined that it really was bringing in inquiries and helping them close sales.

For 1960, Mr. Pendleton said, they will go after 12 markets, with a budget expected to reach $100,000. #

New York Thruway Authority Erects 'Bulletin Boards'

The New York State Thruway Authority, Albany, which prohibits billboards within 500' of the superhighway, is erecting ad "bulletin boards" at three exits. The experimental bulletin boards will list motels and other overnight accommodations. A map will be posted on each sign and a public telephone will be located alongside. Listed motels will be charged a nominal fee.

Van der Boom, Hunt Names 2

Van der Boom, Hunt, McNaughton, Los Angeles, has appointed Gaylord W. Thomas office manager and Bob Colville an account supervisor in the industrial division. Mr. Thomas formerly was with U. S. Borax Chemical Corp. Mr. Colville most recently was an account supervisor with Cole Fisher Rogow Inc.

Montgomery Named VP

R. Craig Montgomery has been promoted from assistant vp to vp of public relations, advertising and personnel, a new post of the First Federal Savings & Loan Assn. of New York.

Collapsible Tube Shipments Jump 20% in First 5 Months

NEW YORK, Sept. 9—The collapsible tube business, which has survived many a squeeze, has spurted ahead to show a 20% gain for the first five months of 1959, with shipments of 479,389,000 units, according to the Collapsible Tube Manufacturers Council.

Losses were recorded in shaving cream and food containers, but otherwise the important categories of tube use were all up. Cosmetics packaging was up 32%; toothpaste (the largest single tube application) was up 25%; packaging of medical and pharmaceutical products up 17%, and household and industrial products up 9%.

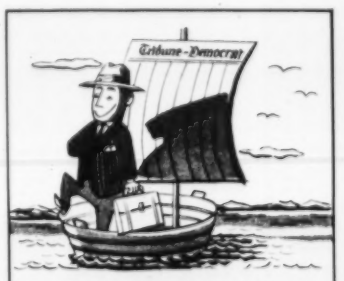
The high volume in toothpaste tubes represents a source of relief to the industry, part of which had worried that aerosol packages might make the same inroads into toothpaste they had into shaving creams. Of the 479,389,000 units shipped in the first five months, 239,500,000 units were toothpaste tubes, and toothpaste has traditionally accounted for more than half the tube business.

■ Washington Wentworth Sheffield, a dentist practicing in New London, Conn., first put toothpaste in a tube in 1892. He was concerned over the communal jar of paste or powder into which members of a family and guests dipped their brushes.

In recent years, both the plastic squeeze bottle and the aerosol can have challenged the tube, but the tube's cost advantages and convenience have kept it dominant. In the shaving cream field introduction of aerosol packages in 1951 was followed by a drop in tube use.

In the first five months of 1959, some 17,153,000 units were shipped for shaving cream, and over the last eight years shaving cream tubes have dropped from 10% of industry volume to 5%.

A field in which tube manufacturers would like to see some progress is food. European processors have done fairly well with food in tubes, but aside from imported jams and jellies in tubes, about the only tubed food product is anchovy paste. The industry points wistfully to the tube's utility in pastry decoration, hors d'oeuvres, etc. #

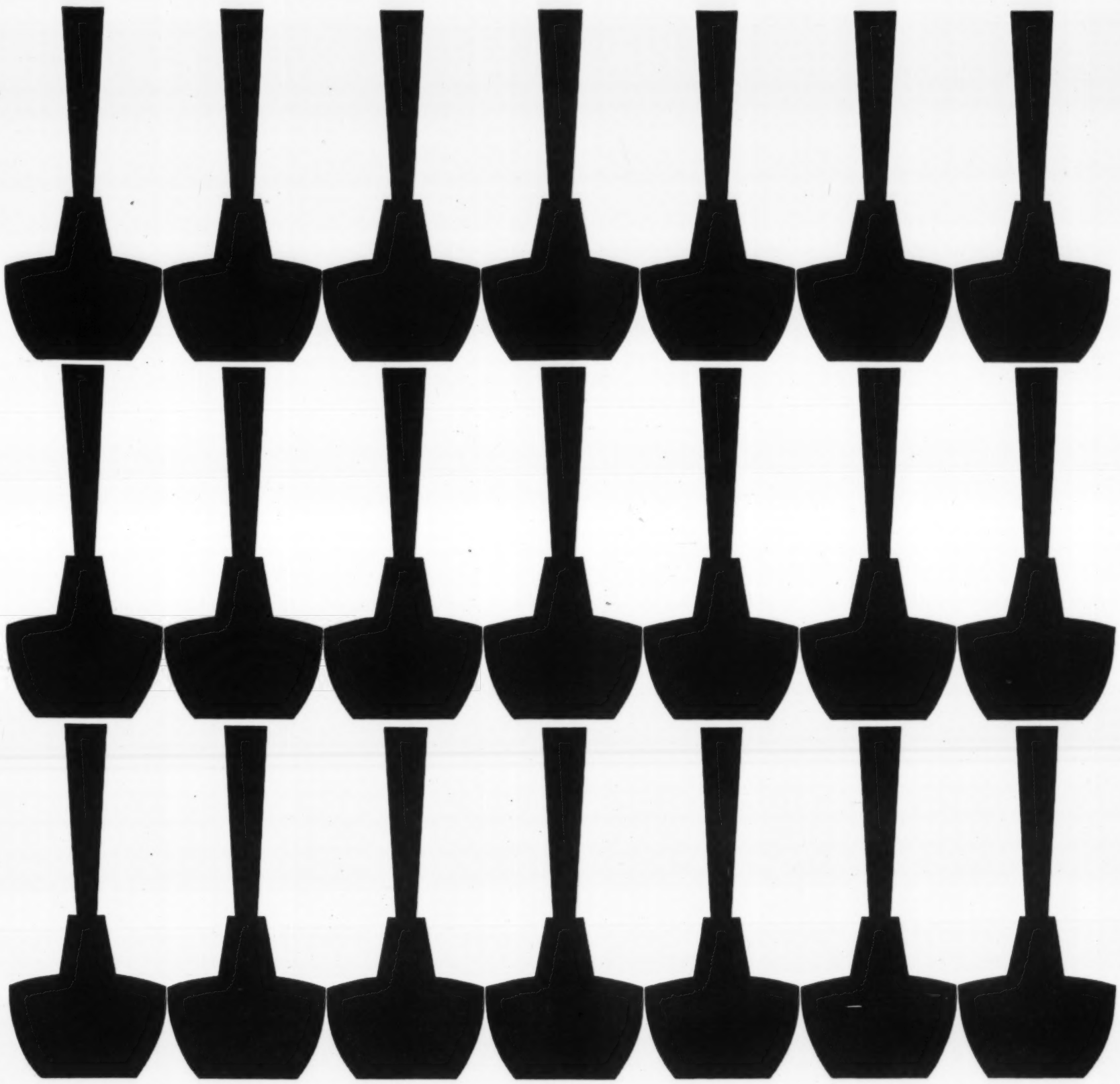


ARE YOU SHIP-SHAPE IN COMMODORE (PA.)?

If you want to secure your sales position in Commodore, or any town in the four-county Johnstown, Pa., market, you'd do well to include the Tribune-Democrat in your advertising budget. The Tribune-Democrat rates your salute for getting you a share of this $350,000,000 market.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.



The woman's touch

TV GUIDE has it! Advertise in TV GUIDE and you reach more housewives per dollar, more young marrieds (18-34) per dollar, more suburban households per dollar, more women per dollar in every age bracket than in any other major magazine. And these women buy where you sell, because in drug and food stores TV GUIDE outsells all other weekly magazines combined.

TV GUIDE

7,250,000 circulation guarantee effective October 31, 1959

HOW TO LAY A DIRECT

Today a Pacific Northwest housewife can cook dinner with natural gas piped all the way from New Mexico, 1500 miles away. It took $240 million worth of pipeline to make that possible.

Natural gas is big news in the Northwest, so when Pacific Northwest Pipeline Corporation was ready to tell its service story, it chose another direct pipeline to market: Sunset, the West's *own* magazine.

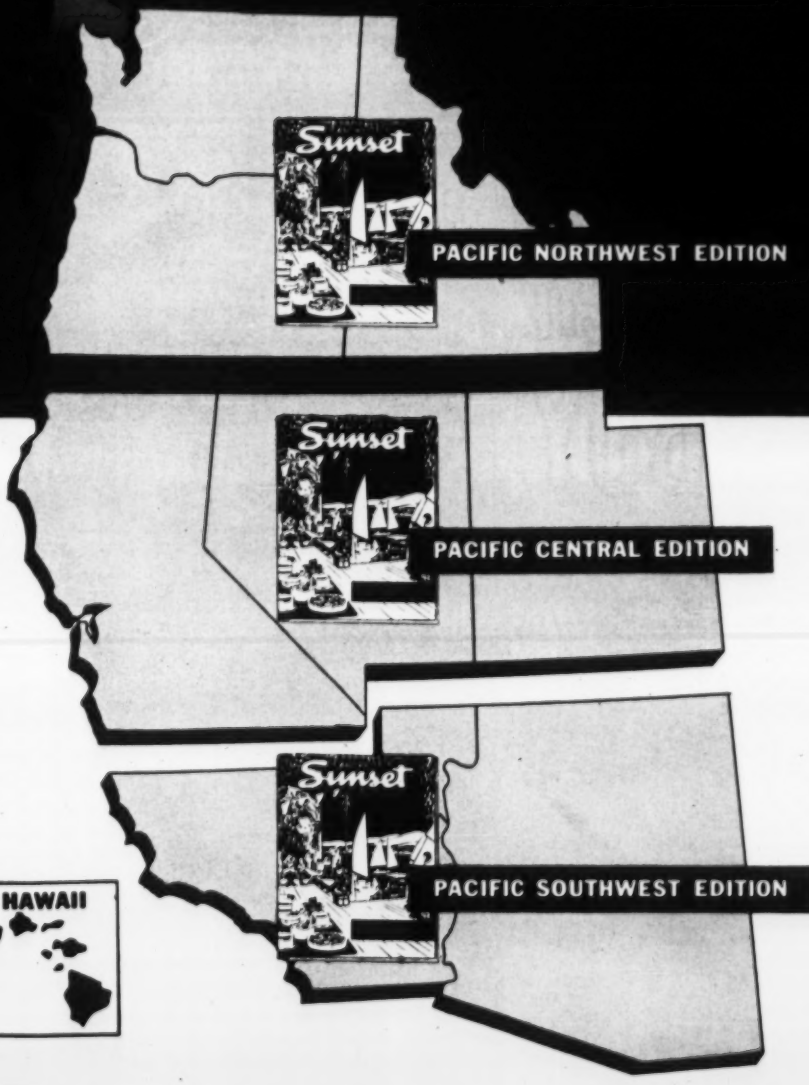
It was a logical choice, because Sunset's Pacific Northwest Edition (see map) carried the story to the specific market, without waste coverage. Sunset's zone editions make advertising more effective because editorial coverage is geared to *local* interests. Sunset's editorial content varies as much as 30 per cent in each of its zone editions.

It was also logical because Sunset readers are big consumers of fuel and power—as well as a top-buy market for automobiles, appliances, clothes, cameras, food, garden supplies, travel, insurance, investments, ad infinitum.

The natural gas advertisement in the July Sunset was an 8-page "spectacular", partly four colors. (4-color is available in all Sunset zone editions.) The advertiser liked it well enough to purchase and distribute 15,000 *extra* copies of Sunset.

With advertising in Sunset you can lay a direct pipeline to any market in the West or Hawaii. You can reach a *selective* audience of nearly two million influential adult readers, or portions thereof. They *believe* in Sunset, and *act* upon it. That's why Sunset produces successes for its advertisers.

8-page "spectacular" with color gatefold tells Pacific Northwest natural gas story in July Sunset.



PIPELINE . . .

. . . to any market within the West

TYPICAL SUNSET "SPECTACULARS"

Northwest Furniture Manufacturers Assn.	18 pages
W. P. Fuller & Co.	10 pages
Eichler Homes	10 pages
Roos/Atkins	16 pages
Time, Inc.	Gatefold
Crown Zellerbach Corp.	Gatefold
Pacific Northwest Pipeline Corp.	8 pages
United Airlines	Cover gatefold

MAGAZINE OF WESTERN LIVING **Sunset**

LANE PUBLISHING CO., MENLO PARK, CALIFORNIA

Largest Circulation Newspaper in the Northwest

watch

WATCH
the
women
go BUY

When you're right with the retailer, you're *right!* And Portland retailers, who watch the women go buy day after day, place the bulk of their advertising in The Oregonian. They know The Oregonian is the active newspaper with the reactive audience, the only advertising medium that's big as all Oregon.

☆ How big is the Oregon retail market? Almost $2½ billion annually. That's bigger than Milwaukee and Dallas combined!

The Oregonian
PORTLAND, OREGON
242,035 Daily • 306,014 Sunday
Leads in Retail Advertising
—By Far!
Sources: S.M.; 5/10/59; ABC Pub. Stmt., 6 mos. ending 3/31/59
Represented Nationally by Moloney, Regan & Schmitt, Inc.

AA Presents 'Who's Who' of General Foods Advertising, Marketing, Agency Personnel

NEW YORK, Sept. 10—In its Aug. 31 issue ADVERTISING AGE presented marketing and advertising profiles of the 100 leading advertisers in the U. S.

An important part of each of these profiles is the listing of all marketing, advertising and advertising agency personnel. These personnel lists are compiled with the aid of the advertiser and the agency, and they are checked and rechecked by AA and by the companies and agencies involved.

This year, after the 100 Leading Advertisers issue had gone to press, AA received from General Foods Corp. the most thorough and complete advertising and marketing personnel list that it has ever been AA's privilege to publish. As it was too late to incorporate this with the list that had already been compiled—and had gone to press—AA decided to integrate the two lists and run this new, amplified profile of marketing, advertising and agency personnel in this issue.

■ Here, then, is what AA believes to be the most extensive listing of such personnel that has ever been published—a list of all the people involved in the advertising and marketing picture of the country's third largest advertiser, General Foods Corp.:

GENERAL FOODS CORP.

MARKETING PERSONNEL

R. H. Bennett, vp-marketing
C. A. Kolb, vp-trade services
R. C. Eldridge, ass't director, trade services
E. W. Ebel, vp-advertising services
H. A. Dingwall, director, broadcast programming
B. R. Panettiere, director, marketing research services
A. O. Knowlton, director, media coordination
R. H. Davidson, director, new products
F. J. Harvey, manager, advertising controls

BIRDS EYE DIVISION

MARKETING PERSONNEL

F. J. Otterbein vp and general manager
I. D. North, ass't. gen. mgr., marketing
W. P. Casey, advertising and merchandising manager
J. J. Flanigan, marketing services manager
John F. Curran, sales promotion manager
R. E. Garside, national sales manager
Howard F. Lochrie, product group manager, fruits, vegetables and potato products group
Harry A. Trimm, product group manager, prepared foods products
W. G. Mundy, product manager, dinners and main dishes
H. P. Maeder, product manager, meat pies
J. C. Calhoun, product manager, fish products
R. I. Garver, market and development manager
H. S. Madsen, product manager, frozen concentrate products
J. C. Harkins, sales manager, institutional and bulk

ADVERTISING AGENCY

Young & Rubicam, New York—all Birds Eye frosted foods and concentrates; all fisheries products—Michael Parent, account supervisor; Jack Bishop, account executive, fruits, vegetables, potatoes; Walter Silbersack, account executive, all other products.

ELECTRICOOKER DIVISION
New York

MARKETING PERSONNEL

Paul W. Shepherd, general manager
H. J. Lynch, sales manager

ADVERTISING AGENCY

Young & Rubicam, New York—Kernel-Fresh nuts—Michael Parent, account supervisor.

GENERAL FOODS KITCHENS
White Plains

MARKETING PERSONNEL

Ellen-Ann Dunham, vp
W. P. Brown, sales and advertising manager

ADVERTISING AGENCY

Young & Rubicam, New York—Roscoe Sturges, account executive.

GENERAL FOODS LTD.
Toronto

MARKETING PERSONNEL

L. A. Miller, president & general manager; vp, General Foods Corp.
R. R. McIntosh, vp & assistant general manager
C. J. Egli, vp-sales
F. L. Wood, director, advertising & sales promotion
W. Inch, product group manager
S. D. Rose, product manager, Instant Maxwell House, Instant Yuban
R. S. Hurlbut, product manager, regular Maxwell House, Sanka, Gaines, Baker's coconut
A. Scorgie, product manager, Kool-Aid, Kool-Shake, Good Seasons, Swans Down, Calumet
H. W. Pykala, product manager, Premium chocolate, Baker's cocoa, Dot chocolate, chocolate chips, Jiffy, Certo & Certo Crystals, Instant Postum
A. Z. Pengelly, product group manager
H. C. Gibson, product manager, Grape-Nuts, Bran Flakes, Grape-Nuts Flakes, Sugar Crisp
J. H. Owen, product manager, Minute Rice, Minit Tapioca, La France, Satina
R. B. Rhodes, product manager, Jell-O, Jell-O lemon pie filling, Jell-O chiffon pie filling
B. C. Wylie, product manager, Jell-O pudding & pie filling, Jell-O instant puddings, Minute gelatine, Bird's custard, D-Zerta

ADVERTISING AGENCIES

Baker Advertising Agency Ltd., Toronto, Canada—Instant Maxwell House, regular Sanka, Baker's coconut, Calumet Baking Powder, Minit Tapioca, La France, Satina, Jell-O gelatin, lemon pie filling, chiffon pie filling, pudding & pie fillings, instant puddings, Minute gelatine, Bird's custard, D-Zerta—W. R. Baker, senior account executive, and John McEachern, account supervisor.

McConnell, Eastman & Co. Ltd., Toronto, Canada—Gaines dog foods (dry & canned), Kool-Aid, Kool-Shake, Good Seasons dressings, Swans Down Cake flour, Grape-Nuts, Bran Flakes, Grape-Nuts Flakes, Sugar Crisp, Minute Rice—C. W. Duncan, account supervisor.

McKim Advertising Ltd., Toronto, Canada—Regular Maxwell House, Instant Sanka, Instant Postum, Premium chocolate, Dot chocolate, chocolate chips, Baker's cocoa, Jiffy, Certo, Certo Crystals—H. D. Roach & J. C. Balson, account supervisors.

GOURMET FOODS OPERATION
White Plains

MARKETING PERSONNEL

J. B. Starke, manager
J. T. Webber, national sales manager
W. A. Todd, sales promotion manager

ADVERTISING AGENCY

Young & Rubicam, New York—all Gourmet foods—Walter Chamberlain, account supervisor; James Benedict, account executive.

INSTITUTIONAL PRODUCTS DIVISION

MARKETING PERSONNEL

Russell Kramer, general manager
J. P. Kelley, market planning manager
J. J. Gannon, national sales manager
W. F. Volckmann, promotion supervisor
C. J. Herkert Jr., marketing analysis manager
D. J. Hopwood, product group manager, food products
G. C. Sternad, product group manager, vending products
E. H. Rea, product group manager coffee products

ADVERTISING AGENCY

Benton & Bowles, New York—all institutional packs—Don Waterous, account supervisor.

INTERNATIONAL DIVISION

MARKETING PERSONNEL

James P. Delafield, vp and general manager
G. D. Bryson, vp, planning international development
P. H. Skala, manager, sales and advertising, Europe
B. W. Meyer, marketing director, Caribbean and Central America
R. E. Dillon, sales and advertising manager, Caribbean and Central America
R. R. Backman, marketing director, South America
M. B. Vos, sales and advertising manager, South America
R. L. Grosjean, manager, Africa, Asia, export services and military sales
R. P. Collier, manager, sales and advertising, South Africa and Far East
J. D. Griffin, manager, export services
R. D. Buchanan, manager, Middle East, Hawaii, Alaska and military sales
H. Roe, assistant military sales manager
W. I. McGirr, sales and advertising manager, Middle East, Hawaii and Alaska

ADVERTISING AGENCIES

Grant Advertising Inc., New York—Philippine Islands, J. B. Lasley, Manila
Groarke & Co., Bangkok, Thailand—For Thailand and Hong Kong.
Gunther & Back, Stockholm—For Sweden.
McCann-Erickson, New York—For Peru; Robert Protzel, Lima.
Standard Propaganda, Sao Paulo and Rio de Janeiro; A. M. Sarmento, Rio de Janeiro.
Marklin Advertising Ltd., Singapore, Malaya—For Singapore.
Young & Rubicam International, New York—For Latin America (except Brazil and Peru); United Kingdom, Germany, The Netherlands, Hawaii, South Africa, and for all publications circulated to the U. S. Armed Forces overseas. H. H. Enders, vp and director, New York; James B. Stanton, Mexico City; John Zerbe, San Juan, P. R.; Jorge G. Cardoze, Caracas, Venezuela; A. O. Buckingham, London; John S. Nussbaum, Frankfurt.

ALFRED BIRD & SONS LTD.
Birmingham, England

MARKETING PERSONNEL

T. M. Smith, managing director
C. J. Cross Brown, marketing director
S. G. Cameron, product group manager
A. G. Smith, product group manager

ADVERTISING AGENCIES

Foote, Cone & Belding Ltd., London—Bird's Instant Whip, Monk & Glass custard powder, Garni sauce mixes and Certo.
Young & Rubicam International, London—Maxwell House Instant and regular coffees, Instant Postum, Bird's Spongie, Grape-Nuts, Bird's Raising agents, Bird's Jelly-de-luxe, Bird's Blancmange powder.—A. O. Buckingham, account supervisor.

GENERAL FOODS G.m.b.H.
Hamburg, Germany

MARKETING PERSONNEL

C. D. Lovell, general manager
R. Hofmann, advertising manager

ADVERTISING AGENCY

Young & Rubicam International, Frankfurt—Jell-O puddings, Maxwell Express Kaffee, new products—John S. Nussbaum, account supervisor.

LA INDIA, C. A.
Caracas, Venezuela

MARKETING PERSONNEL

E. B. Arnold, general manager
E. W. Ballam, marketing manager

JELL-O DIVISION
White Plains

MARKETING PERSONNEL

H. M. Cleaves, vp and general manager
G. R. Plass, marketing manager
J. J. Darling, advertising & merchandising manager
Arthur S. Pearson, market research manager
Wm. F. Gilroy, organization development manager
R. C. Littauer, product manager, Jell-O puddings & pie fillings
G. H. Blake, product manager, Minute Rice
D. B. Burke, new product development
W. P. Dunham, product group manager
R. E. Jones, product manager, Minute Tapioca and Calumet
R. E. Haynes, product manager, Swans Down cake flour and angel food mixes
P. C. Ward, product manager, Swans Down cake mixes
S. K. Ellis Jr., product group manager
F. A. Baxter, product manager, coconut, La France & Satina
D. P. Jaicks, product manager, D-Zerta products and Dream Whip
G. G. Exo, product group manager
J. B. Dillingham, product manager, Minute mashed potatoes
F. I. Mullin, product manager, Walter Baker chocolate products

ADVERTISING AGENCIES

Foote, Cone & Belding, New York—Calumet baking powder, D-Zerta gelatin & pudding, Minute Potatoes, Baker's cocoa, Baker's Instant, Baker's Chocolate chips, Baker's Dot chocolate, Baker's Farmington chocolate, Baker's German chocolate, Baker's Premium No. 1 chocolate, Baker's bulk chocolate—William E. Chambers, account supervisor.

Young & Rubicam, New York—Jell-O gelatin, instant pudding, pudding & pie filling, tapioca pudding, chiffon pie filling, Baker's coconut, Log Cabin syrup, Maple-Del syrup, Wigwam syrup, La France bluing, Satina, Certo, Sure-Jell, Minute Rice, Minute Tapioca, Dream Whip, Swans Down cake flour, cake mixes & bulk flour—Louis Weil, Ed Ney and Roscoe Sturges, account supervisors.

MAXWELL HOUSE DIVISION
Hoboken, N. J.

MARKETING PERSONNEL

C. W. Cook, vp and general manager
A. E. Larkin Jr., marketing manager
M. C. Baker, advertising and merchandising manager
T. S. Thompson, national sales manager
G. E. Caldwell, manager of marketing research
M. R. Bohm, product manager, Maxwell House and Bliss coffees
E. N. Anderson, associate product manager, Maxwell House and Bliss coffees
R. T. Silkett, assistant product manager, Maxwell House and Bliss coffees
R. P. Bauman, product assistant, Maxwell House and Bliss coffees
J. D. Buckingham, product assistant, Maxwell House and Bliss coffees
W. E. Cohan, product manager, Instant Maxwell House
J. Alar, associate product manager, Instant Maxwell House
A. A. Appert, associate product manager, Instant Maxwell House
S. F. Warner, assistant product manager, Instant Maxwell House
I. G. Engelgau, product assistant, Instant Maxwell House
W. E. Rawlings, product assistant, Instant Maxwell House
J. W. Andrews, product manager, Sanka and Instant Sanka coffees
J. G. Lee Jr., assistant product manager, Sanka and Instant Sanka coffees
H. G. Fitts, product assistant, Sanka and Instant Sanka coffees
V. A. Bonomo, product manager, Yuban coffee
L. T. Van Jones, assistant product manager, Yuban coffee
M. J. Silva, assistant product manager, Yuban coffee
J. V. Cammisa Jr., product assistant, Yuban coffee

ADVERTISING AGENCIES

Benton & Bowles, New York—Instant Maxwell House and Yuban regular and instant—William Hesse, management supervisor, all GF accounts; Theodore C. Levenson, management supervisor, Instant Maxwell House; George Chatfield, management supervisor, Yuban.

Ogilvy, Benson & Mather, New York—Regular Maxwell House and Bliss coffees—William E. Phillips, account executive.

Young & Rubicam, New York—Sanka coffee, regular and instant—Walter Chamberlain, account supervisor.

PERKINS DIVISION
Chicago

MARKETING PERSONNEL

Edmund F. Fitzmaurice, general manager
Robert H. Dills, national sales manager
J. H. Giroux, advertising manager
J. W. Grant, product manager, Kool-Aid
K. C. Brooks, assistant product manager, Kool-Aid
J. S. Welles, product manager, Good Seasons salad dressing mix
R. W. Stevens, product manager, new products
J. F. Nolden, assistant product manager, new products

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—Kool-Aid, Good Seasons salad dressings—Arthur W. Schultz, account supervisor; D. C. Bogie and John F. Bresnehan, account executives.

POST DIVISION
Battle Creek, Mich.

MARKETING PERSONNEL

G. M. Laimbeer, vp and general manager
H. R. Bloomquist, marketing manager
R. W. Little, market research, new products manager
G. Zehder, product planning manager
T. B. McCune, assistant new products manager
W. R. Booth, national sales manager
R. P. Campbell, advertising manager
F. K. Smart, group advertising manager, cereals
F. K. Mitchel, product manager, new cereals
R. W. Solon, product manager, cereals
R. H. Krueger, product manager, cereals
G. R. Mohler, group advertising manager, beverages
R. M. Peterson, product manager, beverages
W. L. Jackson, group advertising manager, dog foods
R. L. Cobb, product manager, Gaines products
P. J. Hoffman, product manager, new Gaines products
J. R. Farris, director professional sales, new Gaines products
W. J. Betts, promotion planning manager, new Gaines products
T. R. Hickey, assistant promotion planning manager, Gaines dog food
T. W. Berghs, assistant promotion planning manager, beverages
C. G. Eckman, assistant promotion planing manager, cereals
H. D. Bunger, art services manager
M. L. Irwin, manager, graphic arts

ADVERTISING AGENCIES

Benton & Bowles, New York—All Post cereals, Jersey and private label cereals, Gaines dog foods, dry and canned—William Hesse, management supervisor, all GF accounts; L. T. Steele, management supervisor, Post division accounts; Quentin McDonald, account supervisor, cereals; Carroll Grinnell, account supervisor, Gaines.

Young & Rubicam, New York—Tang and Instant Postum—Ray Jones, account executive, Tang; Joseph Devine, account executive, Postum.

S.O.S. DIVISION
Chicago

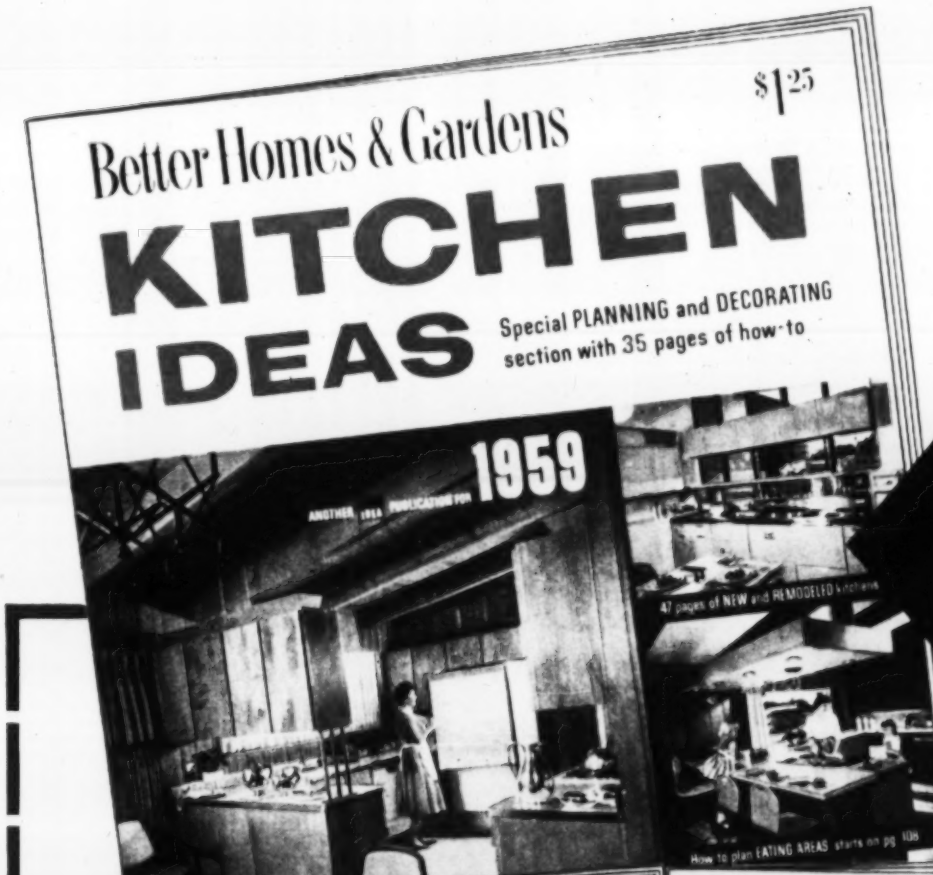
MARKETING PERSONNEL

Charles E. Jolitz, general manager
R. F. Moriarty, marketing manager
G. W. Kephardt, national sales manager
E. S. Lang, sales manager, cleanser products
T. H. Land, marketing research manager
W. A. Fitzgerald, product manager S.O.S.
E. S. Lang, product manager, Tuffy

ADVERTISING AGENCY

Foote, Cone & Belding, Chicago—S.O.S. and Tuffy—Arthur W. Schultz, account supervisor, W. Fickinger, account executive.

You reach 'em when they're ready to spend...



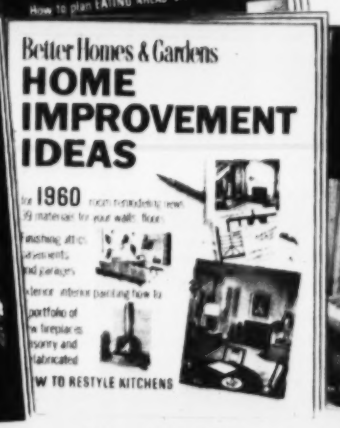
Ready, willing and able to buy—that's the kind of sales prospects you reach in the pages of Better Homes and Gardens Idea Annuals. They're the people with money to spend and the willingness to spend it. BH&G's editors specialize in creating the kind of idea-charged atmosphere that gets people keyed up—ready to go out and buy!

1960 ISSUE–
CLOSES: OCTOBER 15, 1959
ON SALE: DECEMBER 22, 1959
RATE BASE: 225,000

Remodeling, refurnishing or building from scratch—the kitchen is a prime area of interest and of expenditures. BH&G's Kitchen Ideas Annual is a stimulating collection of ideas for planning and decorating the modern kitchen —all ideas that make *sales!*

Closes: November 16, 1959
On Sale: January 19, 1960
Rate Base: 165,000

Closes: December 15, 1959
On Sale: February 18, 1960
Rate Base: 135,000



Closes: June, 1960
On Sale: August, 1960
Rate Base: 165,000

Closes: July, 1960
On Sale: September, 1960
Rate Base: 450,000

Closes: August, 1960
On Sale: October, 1960
Rate Base: 550,000

MEREDITH OF DES MOINES...

America's biggest publisher
of ideas for today's living and tomorrow's plans

Along the Media Path

A bronze medal "Oscar" award was presented to Nat Wood, editor of **Western Metalworking,** by California Gov. Edmund G. Brown for his 16-page special article on the West's share of the $1.5 billion annual missile ground support equipment business. The article was a winning entry in the California State Fair's annual press, radio, tv awards competition. Other magazine awards were presented to *Sunset Magazine, Westways, Westward,* and house organs of Northrop Corp. and General Telephone Co.

• **The St. Petersburg Times** is publishing a series of five special monthly sections to commemorate its 75th anniversary. The sections will include a history of the area and discuss social, economic and governmental changes over the 75-year period.

• **The San Francisco Examiner** published a 24-page tabloid section devoted to the Western Electronics Show & Convention on the opening day of the convention.

• **The Reporter,** New York, will publish the largest issue in its 10-year history on Sept. 17, running 64 pages, with 22 of the pages in advertising.

Beautiful 35MM COLOR SLIDE DUPLICATES
MADE FROM ANY POSITIVE TRANSPARENCY
WRITE FOR FREE SAMPLES AND FREE TEST RUN OFFER
WORLD IN COLOR PRODUCTIONS
BOX 393-S • ELMIRA, NEW YORK

• **Seventeen,** in cooperation with retailers and manufacturers, has introduced its new retail promotion, "Santa Fashions," to be conducted in major department stores from coast-to-coast throughout November and December. The program will keynote holiday fashions, Christmas accessories, gift boutique items and luggage. More than 100 major retailers have already tied in with the promotion.

• **WEMP,** Milwaukee, and disc jockey Ton Shanahan were awarded the "Millie" awards for outstanding public service by the Milwaukee Recorded Music Industry.

• Nine wholesale nurserymen and **Flower Grower** have united to sponsor what they term may be the home garden industry's first advertising campaign designed to promote a species of patented plant. Two-color, four-page ads featuring the Sparkling Burgundy Camellia will appear in the October, November, January and February issues of *Flower Grower.*

• **Data** reports that 20,000 copies of its 40-page September issue have been purchased by the U.S. Army Signal Corps for distribution to prospective suppliers. The issue which was devoted to the Signal Corps explained contracting procedures and listed Signal Corp. procurement personnel for important kinds of equipment.

• **The Los Angeles Evening Mirror News** introduced its person-to-person want ads with what it terms one of the largest promotions in its history. Display ads, banners over each classified page, classified wells, front-page liners and banners, rack cards, daily news stories, pictures and boxes, circulation stuffers, radio and tv and tv spots and truck cards were used for the promotion. Under the new plan, any item of merchandise, valued at $100 or less, can be advertised by a non-commercial advertiser at a new low rate, $1 a line per week.

McCarthy Gibbons Naylor Morton Donchian

WATCH IT—*Straining for a glimpse of a Saturday Evening Post ad adorning the bus side—New York's first exterior bus ad in 52 years—are John E. McCarthy, president, Fifth Ave. Coach Lines; Dikas Donchian, and Madeline Gibbons, both of Batten, Barton, Durstine & Osborn, the Post's agency; Jack Naylor, SEP sales director, and Richard Morton, manager of the New York office of the Post.*

• In conjunction with national newspaper promotion, Better Meals Build Better Families, the **Burlington Free Press,** Burlington, Vt., will display a stack of groceries four stories high in front of its main office. *Free Press* readers will have an opportunity to win at least one stack of groceries through a registration procedure. The actual boxes, jars, and tins will be housed in a long transparent structure to protect them from the weather.

• Ninety-four department stores will participate in **Seventeen's** third annual "Model Figure Clinic" promotion in October. Designed to stimulate teen interest in foundations, *Seventeen* will support the promotion editorially with an eight-page portfolio in its October issue, which features new fall fashions and related foundations. At the store level, each tie-in retailer will amplify the *Seventeen* suggestions and provide instructions for selecting the right foundations for teen figure types. *Seventeen* will supply each participating retailer with a promotion kit.

• **The Delaware Valley Home Furnishings Exposition** will be held Sept. 19-27 in the Commercial Museum, Philadelphia. Co-sponsored by the *Philadelphia Inquirer* and the Philadelphia Wholesale Furniture Salesmen's Association, in addition to furniture, fabrics, lamps, chinaware and other accessories will be shown.

Baby Talk is now offering "spot" advertising to advertisers wishing to test a new product, develop a particular market or schedule a tie-in promotion with a chain in a particular market. The insert can be b&w, two-color or four-color, with rates being $25 per 1,000 circulation per insert, one or both sides of which may carry advertising.

• **Sales Promotions,** New York, assisted by the Television Bureau of Advertising, has published its annual "Survey of Christmas Ideas 1959." The 250-page manual, priced at $25 per copy, contains promotional ideas that may be used intact. Copies may be obtained from Sales Promotions, 132 W. 31st St., New York 1.

• **WBZ,** Boston, recently held a pajama party for its listeners in a tent theater on the opening night of a local performance of the musical, "Pajama Game." Guests arrived wearing various types of pajamas. Prior to the opening of the musical there was dancing to a three-piece orchestra. During the intermission a pajama fashion show was held, featuring Hart models and WBZ disc jockeys.

• Edison Electric Institute and the National Electrical Manufacturers Assn. will cooperate with **Seventeen** in launching the magazine's sixth annual "Favorite Recipe Contest" in the September issue. A trip to New York for the winner and her mother and a new wardrobe and hair styling, will be awarded to the grand prize winner. Three first prize winners will each receive five electrical appliances and 24 runners-up will win one appliance each. Contestants may enter the competition in any one of four categories: main dish, snack, dessert and "pot luck." Deadline for the contest is Dec. 1.

• **KRLA,** Los Angeles, began operating from its new custom-built 50 kw transmitter on Aug. 31. Program format for KRLA, owned by Eleven-Ten Broadcasting Corp., will include six disc jockey personalities in a new musical format, plus news, weather and sports service features throughout each hour.

• Nekoosa-Edwards Paper Co., Port Edwards, Wis., and Minnesota Mining & Mfg. Co., Minneapolis, joined together to combine two of their products, freezer wrapping paper and Scotch brand No. 245 locker tape, in an eight-page gatefold insert appearing in the September issue of **Food Merchandising.** The ad was printed on special freezer wrapping paper, waxed on one side to prevent vapor loss. The gatefold is sealed with a strip of Scotch tape which is designed to resist moisture, freezing and thawing.

• **Greater Philadelphia Magazine,** published by Municipal Publications, will celebrate its 50th anniversary with the October issue. The issue will have more than 400 pages and weigh more than 2 lbs.

• For the fifth straight year **WOWO,** Fort Wayne, Ind., celebrated "Peach Day" by awarding a bushel of peaches and a case of Ball half-pint jars to the station's listeners every half hour from 12:30 a.m. to midnight Tuesday, Aug. 18.

• The Sept 15 issue of **Look,** the first issue to offer "Magazone" advertising, will carry 32 zone insertions from 22 "Magazone" advertisers. *Look* so far has scheduled "Magazone" orders from more than 50 advertisers, for a total of more than 200 insertions.

• A new air delivery service to overseas subscribers has been launched by **Boxboard Containers,** published by Haywood Publishing Co., Chicago. Copies of the magazine, beginning with the September issue, will be transported by jet to Prestwick, Scotland, to be mailed through the British postal system to reach subscribers within three to four days after printing. Regular steamship mail to foreign subscribers of U.S. business publications usually takes six to eight weeks.

• Hillman's Inc., Hyde Park Co-operative and Peoples Gas, Light & Coke Co., all of Chicago; Japan Air Lines Co., San Francisco; Union Pacific Railroad, Omaha, and Webb & Knapp Inc., New York, recently signed contracts with **WFMT,** Chicago, the only radio outlet they will be using in Chicago.

• **Quick Frozen Foods** has published an international edition designed to cover activities in the frozen food field in more than 54 countries, including Russia. E. W. Williams, publisher of *Quick Frozen Foods,* plans to publish the international edition quarterly.

• A memorial plaque, made possible by a subscription pledge of $1,000 for the new U.S. Naval Academy's Navy-Marine Corps Memorial Stadium by member publishers of **National Business Publications Inc.** and executives of allied-interest organizations, in the name of the Specialized Business Press of the United States, has been installed in the new stadium. Measuring approximately 200 sq. in. the inscription on the bronze plate reads:

Fight on . . . First Line
A Salute From
The Specialized Business Press
Of America—Technical, Scientific, Industrial, Professional, Merchandising and Marketing Magazines—As United In National Business Publications, Inc.

• **House Beautiful** will devote its October issue to the work and living influence of Frank Lloyd Wright and his legacy to American architecture. #

For fast sales action...
find MEN READY TO BUY!
with... N.E.D.

Your advertising in N.E.D. is the fastest, most economical way to: (1) search for new applications for your products (2) contact new buying influences (3) find important new customers in any industry (4) maintain coverage of your present customers and prospects in all industries.

N.E.D. helps you do these important marketing jobs by reaching industry's most active buying group when they are READY TO BUY . . . when they are looking specifically for new products or equipment they can use NOW . . . to help increase production, cut costs, improve quality . . . to keep up with competition.

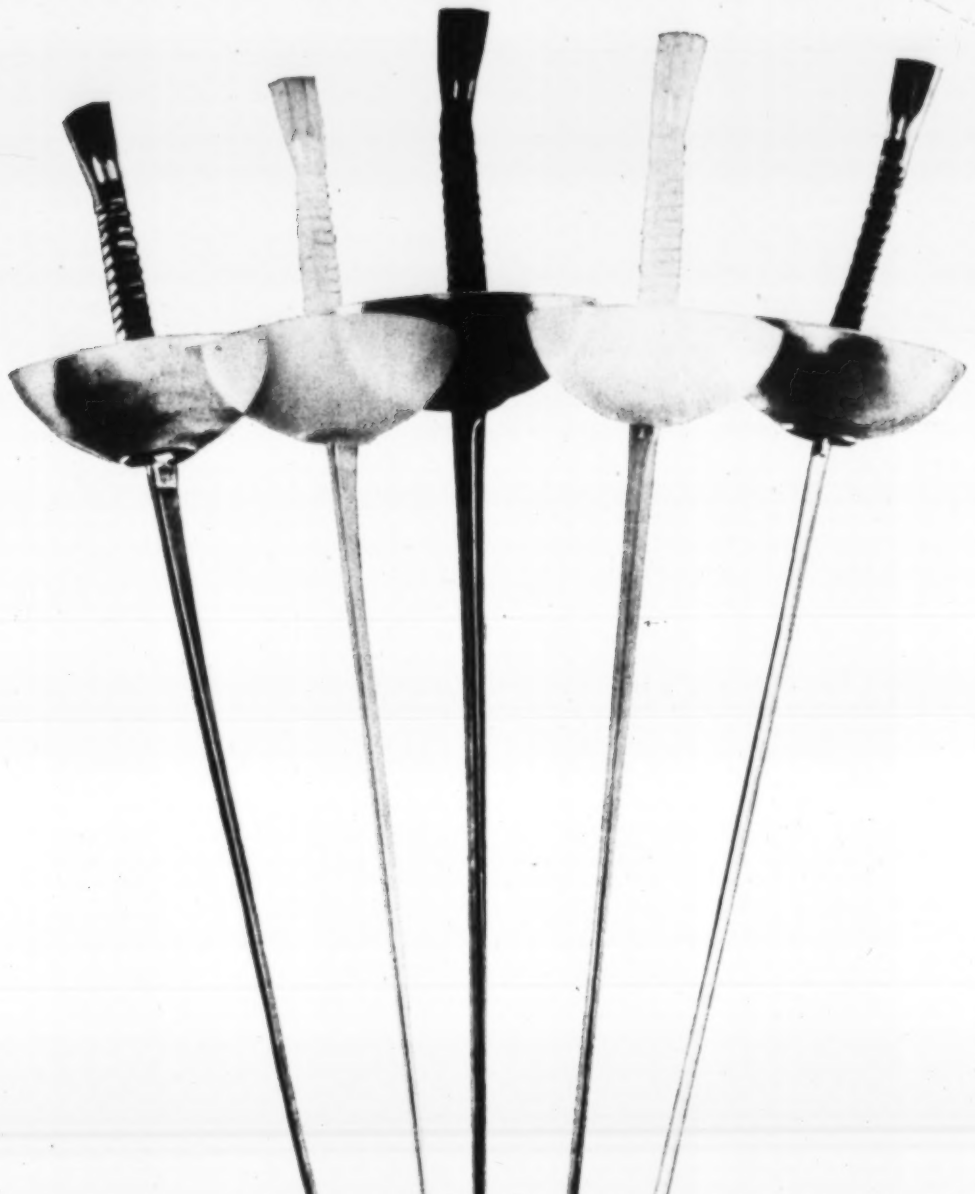
For fast sales action, search out these important MEN READY TO BUY—advertise (for only ¼¢ per copy) IN N.E.D.

A PENTON Publication, Penton Bldg., Cleveland 13, Ohio

NEW EDITORIAL STUDY
An up-to-the-minute picture of industry's most active buying group. Helpful information for all industrial advertisers, including latest data on N.E.D. market coverage, readership and advertising results. Write or call for your copy.

NEW EQUIPMENT DIGEST
NDP BPA

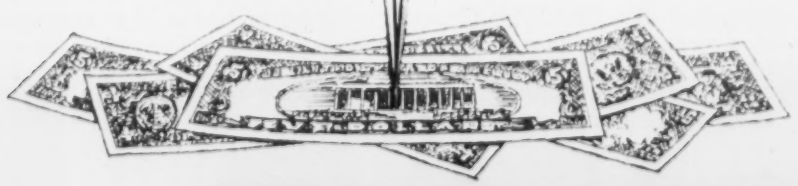
NOW OVER 83,500 COPIES (Total Distribution) IN OVER 43,000 INDUSTRIAL PLANTS



GOA Combines Flexibility with Pinpoint Selling!

The secret of General Outdoor's sales skill is *flexibility* which keeps pace with *your* needs. Your outdoor message can be pinpointed in one market, or can be expanded with many units in many large markets. GOA can help you tailor coverage to match your market for one, or many months.

For an immediate example of flexibility in pin-point selling, you'll find our supermarket coverage plan for increasing food sales in New York City extremely helpful. For details, write to us in Chicago.



Covers 1700 Leading Cities and Towns

General Outdoor Advertising Co.

515 South Loomis Street, Chicago 7, Illinois

The boom at the upper level

is mobbing the mooring basins

It's getting more and more crowded—in expensive places.

They're packing them in the better restaurants and hotels, on the liners and planes to Europe, at the country clubs, in the mooring basins where a record number of power boats and sailing boats sway and bob and signal the exciting presence of the boom at the upper level.

Within the last ten years, the number of two-car families has soared 396%... Families with incomes of $10,000 bounded 235%... The number of residential swimming pools rose an extraordinary 4,896%... while the number of U.S. families increased only 22%.

This revolutionary boom is built by some 8 to 10 million of America's best educated, best heeled families. These are the people who start trends, set styles and make decisions both nationally and locally.

Of course, not all of them read TIME every week, but those who don't are surrounded by those who do—by their friends, business associates, families and colleagues. There is really only one best way to talk to these business and professional families effectively—advertise to them in their favorite weekly magazine—TIME.

Make the most of it in TIME

Sketched at Huguenot Yacht Club, New Rochelle, New York

Hancock Oil Conducts Push for New Gasoline Pump

The Hancock Oil marketing division of Signal Oil & Gas Co., Long Beach, Cal., is conducting a five-media ad campaign in the Las Vegas market for a new gasoline dispensing pump called Econ-O-Blend. Newspapers, outdoor, radio, tv and direct mail are being used. The new pump dispenses nine different blends of gasoline at nine separate prices. Heintz & Co., Los Angeles, is the agency.

Page Gets Auto Show Account

Milwaukee County Automobile Assn. has named Page Advertising Agency, Milwaukee, as publicity, public relations and advertising counsel for its 1960 automobile show.

Scott Mitchell Moves Account

Scott Mitchell House Inc., New York, mail order house, has moved its advertising account from Russell Kolburne Inc. to Wunderman, Ricotta & Kline, New York.

HELP YOURSELF to a TRIPLE SCOOP in MICHIGAN

BATTLE CREEK

LANSING

JACKSON

Dip in with WILX-TV! Get a generous scoop in three major metro areas — Lansing, Battle Creek and Jackson. At each point of Michigan's Golden Triangle, WILX-TV operates "live" studios, delivers city-grade signal and leads with dominant NBC programming.

Mark These WILX-TV MARKET FACTS:

POPULATION: 11th largest in the U.S.
(according to SRDS Consumer Market Data)

RETAIL SALES: 12th largest in the U.S.
(according to Sales Management Survey of Buying Power)

TV HOMES: 28th largest in the U.S.
(according to Television Age 100 Top Markets data)

contact
VENARD, RINTOUL & McCONNELL, INC.

WILX-TV
Channel 10
Associated with WILS Radio, Lansing
WPON Radio, Pontiac

POSTING A FIRST—*This three-page color gatefold ad for Smith-Corona in the Sept. 19 issue of The Saturday Evening Post marks the first time the Post has used a front page gatefold. The double front page, which backs two-thirds of the ad, coincidentally features a secretary and her typewriter.*

Dodge Model Names Got Vicary Tests for Memorability, Pronounceability, Symbolism

DETROIT, Sept. 9—In a business that is growing ever larger and harder to keep track of, Dodge today announced new names for its 1960 series and the smaller Dart line and expressed the thought that they would be easy to recall.

M. C. Patterson, Dodge general manager, said the new 118" wheelbase Dodge Dart, which will compete directly with the Ford and Chevrolet models, will come in three series: Seneca, the economy line; Pioneer, the medium-price series, and Phoenix, the higher-price series.

The bigger 112" wheelbase Dodge luxury line will come in two series, the Matador and the Polara, Mr. Patterson said. These will replace the three series—the Coronet, Royal and Custom Royal—which Dodge has had in previous years.

Dodge employed James Vicary Co. to consider more than 250,000 names, sort out the unsuitable ones and test the finalists on the public. Dodge sought names that were easy to recall, easy to pronounce and symbolic of the product. Vicary culled its own lists—titles of motion pictures, plays, books, horses, songs, etc., while the Dodge division also submitted some 300 names to the Vicary organization.

A preliminary survey sought to determine:

1. How many people recalled each name after a series had been read.
2. Whether the people can pronounce the names correctly.
3. What the names bring to the minds of the people.
4. What financial or economic category the people feel each name fits.

In all, Mr. Vicary queried 3,400 persons—two-thirds men and one-third women. The new Dart names were recalled by 64% of those quizzed, the highest on the list, Mr. Vicary said.

DODGE, DART BOW TO ST. LOUIS DEALERS

ST. LOUIS, Sept. 11—Dodge division, Chrysler Corp., this week announced the unveiling of its 1960 Dodge and Dodge Dart line to 2,800 dealers at 18 regional meetings, with the first introduction here today.

Dodge's general manager, M.C. Patterson, is leading an executive team on a cross-county tour as the models are introduced to dealers. He predicted here that Dodge will enjoy "its best year in history" and added that "the biggest market for automobiles today is, and will continue to be, in economically-priced and economical-to-operate six-passenger cars which allow the typical American family to travel in comfort.

"The American public and the American economy are in buoyant moods. The trend is toward economy in purchase price and in economy of operation, not in small size for its own sake," he said.

■ He told the dealers that 60% of the automobiles sold today are in the price field which the Dodge Dart is entering. The Dart will compete directly with Chevrolet and Ford.

The new cars will be introduced to Syracuse Sept. 14; Worcester, Mass., Sept. 16, and New York Sept. 22. The press will get its first official look at special showings in Miami later this month, and the public viewing will be in early October. #

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

'Family Circle' Is Revealed as 'Activism' Ads' Source

NEW YORK, Sept. 10—The climax to a newspaper and trade publication teaser campaign, in which admen were asked to ponder what "activism" is and who's got it, came today via ads in New York and Chicago newspapers.

"Activism," it turns out, is the new selling catchword (a la *The Saturday Evening Post's* "influentials" and *McCall's* "togetherness") of *Everywoman's Family Circle*.

Family Circle, which has run scores of small-space teaser ads asking cryptically, "Activism, who's got it?" and "Activism, what is it?", let everybody in on the secret today via page ads in the *New York Herald Tribune* and the *New York Times*. Smaller ads appeared also in the *Chicago Daily News*. Also scheduled are ads in trade papers, including ADVERTISING AGE and *Supermarket News*.

Dancer-Fitzgerald-Sample is the agency on the print campaign. #

Jackson, Haerr Adds Two

Jackson, Haerr, Peterson & Hall, Jefferson City, Mo., has been appointed agency for Detroit Tool & Engineering Co., and will also handle advertising for Cherokee auto mufflers, made by Laclede Metal Products. Both companies are in Lebanon, Mo.

Farber Joins Fitzsimmons

Len Farber, formerly with Robert E. Wilson Inc., has joined Donald F. Fitzsimmons Inc., New York, as production manager.

Smith-Corona Buys First 'Post' Gatefold Front Cover

PHILADELPHIA, Sept. 9—*The Saturday Evening Post* will publish the first front cover gatefold in its history in the Sept. 19 issue. It is being produced at the request of Smith-Corona, which is using a three-page gatefold color ad to introduce its new electric portable typewriter.

Smith-Corona paid $139,000 for the space and gatefold premium. Cunningham & Walsh, New York, is the agency.

Post editors, when asked to prepare a two-page gatefold cover, came up with an illustration that coincidentally includes a typewriter. It was not until the art was in process that Kenneth Stuart, art editor, learned that Smith-Corona was the advertiser who ordered the gatefold.

The cover illustration is in two panels: The first shows a secretary at her desk, dreaming of doing dishes with a husband; the fold out panel illustrates the girl, scrubbing a pan in a harried domestic scene, dreaming of her secretarial desk.

Post said production of the gatefold was not too complex. Main problem was matching bindings and color ink tones, since two-thirds of the ad (inside the cover) was printed on a cover press in Philadelphia and one-third (third page segment) printed on insert paper at Sharon Hill, Pa.

Although no other gatefolds are scheduled, the *Post* revealed that it is presently testing a back cover gatefold. #

2 Milwaukee Agencies Merge

Two Milwaukee agencies—Albert J. Turner & Associates, and Val Meyer & Associates—have merged and the new agency will be known as Turner-Meyer & Associates, with headquarters at 1212 W. Wisconsin Ave., Milwaukee. The merger precedes by a month the first anniversaries of both agencies.

Armstrong, Fenton Adds 1

Electronics Capital Corp., San Diego, investment company for the electronics industry, has appointed Armstrong, Fenton & Vinson, San Diego, as its agency.

Peters, Griffin Names Stubbs

William Stubbs, television sales manager in the Atlanta office of Peters, Griffin, Woodward, has been named an assistant vp of the radio-tv station representative.

TRY A FUME-FREE ELECTRIC DRYER IN YOUR HOME FOR 60 DAYS

ALL YOUR MONEY BACK
if not completely satisfied. Prove to yourself that nothing (not even the sun) dries clothes cleaner · faster · fresher!

Commonwealth Edison
Public Service Company

Electric Dryer
GOLD CERTIFICATE of Satisfaction
FACSIMILE
SEE YOUR ELECTRIC APPLIANCE DEALER NOW
FRIGIDAIRE · GENERAL ELECTRIC · KELVINATOR · MAYTAG · HOTPOINT
KENMORE · SPEED QUEEN · WARD'S SIGNATURE · WESTINGHOUSE

GUARANTEE—*Commonwealth Edison Co., Chicago, started a 12-week drive with two-color pages in newspapers in the area Sept. 10 to sell electric clothes dryers on a "satisfaction guaranteed" basis. Leo Burnett Co., Chicago, handles the advertising.*

TO 6,000,000 WOMEN–

#1 ONE

FOR THE MONEY

Ladies' Home Journal goes to 6,000,000 circulation! The Journal continues to be No. 1 for women's money. Circulation estimated over 5,900,000 in September. And will average 6,000,000 for the last quarter of this year. Because this is the magazine most women want most. They enthusiastically buy and read the Journal in increasing numbers month after month. They're interested in what's *in* the Journal.

The Journal is No. 1 for advertisers' money, too! In the first 9 months of 1959, the Journal gained 52 advertising pages—a 17% revenue gain—over last year. The Journal is No. 1 in important P.I.B. classifications, too—Foods, Drugs and Remedies, Home Furnishings, to name a few. Predictions continue high into 1960, for revenue... lineage... circulation. To reach women, Ladies' Home Journal is No. 1 for your money.

Never underestimate the power of the No. 1 magazine for women...

Ladies' Home JOURNAL

A CURTIS PUBLICATION

NO. 1 IN CIRCULATION ★ NO. 1 IN NEWSSTAND SALES ★ NO. 1 IN ADVERTISING

Pacific Travel Group Doubles Budget for '59-'60

SAN FRANCISCO, Sept. 10—All the experts agree that next year will see the greatest travel boom in history, with hundreds of thousands of Americans allocating tempting millions of dollars to what has become the nation's No. 1 hobby—seeing far away places.

Every aspect of the vast and highly competitive travel industry, from the travel agent in Oshkosh to the airline or steamship company president in New York, expects to cash in on 1960's travel boom.

The Pacific Area Travel Assn., which has headquarters here, however, is aggressively going after those tempting travel dollars with an ad budget which has been doubled over that of last year, and a colorful and lengthy campaign developed by Campbell-Ewald Co.

■ "More than 3,500,000 of North America's best Pacific travel prospects," said George F. Hansen, chairman of the PATA advertising committee, "will be urged to 'Discover the Pacific' during the second year of our advertising effort.

"Backing up the invitation to travel in the Pacific will be a group of truly unique sales aids designed for the travel agent who wants to increase his Pacific commissions," Mr. Hansen said.

A total of 36 advertisements are planned for PATA's advertising year, which will run through June 30, 1960.

The ads will appear in *Atlantic, Esquire, Holiday, The New Yorker, Saturday Review, Sunset Magazine* and *Time-Canadian*.

A new full-color ad will appear in the November issue of *Sunset Magazine* and the same ad, also scheduled in *Time* and *Esquire*, will also appear in February *Holiday*. In addition, five two-color ads will be alternated in all seven magazines.

■ "Insertions have been planned," Mr. Hansen explains, "so that the ads will appear in at least three major magazines every month except during December, February, April and June. One ad will appear in December and two in the other three months."

Topping the list of sales aids developed to help the travel industry tie in with the consumer campaign will be a set of Pacific destination folders, one for each PATA member country, island group or state.

The folders will all carry the same full-color art, and printed on the back page will be a full-color Pacific map and a list of the airlines and steamship companies which serve the Pacific. Each folder will have several photos typical of the country described, as well as information on history, geography, events, sightseeing, climate, shopping and food.

The folder will also be available as a shell, containing only the decorative color printing, the map and the address of PATA.

■ A travel agent coupon folder also has been developed as a two-color mailing piece. It covers the entire Pacific area and describes the things a travel agent can do for a traveler in the Pacific.

The folder will contain a tear-off coupon with check boxes for each PATA destination and for sea, air, and sea-air combinations. Recipients simply check off destination of interest and return the coupons to the travel agents, who follow up with standard material.

A Pacific poster also will be available for the first time, using artwork from the full-color ads. Quantities will be printed without type at the bottom, with space for imprinting of PATA member messages.

A set of manila file folders has been designed to provide easy Pacific reference material, with a map of the Pacific printed on the front of each file folder. Location of the particular destination is circled on the map, and the name of the country is printed on the index tab.

The All-Pacific travel folder, of which 80,000 were distributed last year, has been revised, and newspaper mats will be made available, with a choice of 32 mats.

Other material will include pads of trip planners, Pacific events folders, a publicity kit, radio and tv scripts and a four-color Pacific map.

■ "The ad campaign goes into its second year," explained Mr. Hansen, who is an executive with Matson Navigation Co., "with an admirable record of accomplishment based on the first year's efforts.

"For example," he said, "15 PATA ads placed in four magazines between November, 1958 and June 30, 1959, drew 11,456 inquiries from readers.

"It may be coincidental, but we believe not." Mr. Hansen continued, "that introduction of the second PATA ad program came at the same time as a remarkable increase in Pacific travel. U.S. Department of Commerce preliminary figures show that in 1958 Pacific travel increased 20%, which compares with 16% for Europe, 2% for the Caribbean and zero for South America.

"Results for 1959 are remarkable. Many Pacific nations report increases ranging between 40% and 50%, and carriers report 1959 loadings well in excess of early expectations."

■ The 11,456 reader inquiries received as a result of ads in *Holiday, The New Yorker, Saturday Review* and *Sunset Magazine* indicate a response 4½ times greater than the average inquiries received from travel advertising, he said.

Trade response also was good, with travel agents making 1,456 requests for sales promotion packages. Initially, a direct mailing was made to 1,800 travel agents and this resulted in 654 requests, almost a 40% response.

"This response from travel agents," Mr. Hansen said, "indicates two things: That the agents appreciate the careful thought that was given to preparation of the material, and the great scarcity of suitable Pacific travel sales aids which existed prior to the first campaign."

■ By June 30 in its first year of advertising, PATA had distributed 144,820 pieces of sales aid literature. This included: 1,320 newspaper mats; 10,000 full color 19"x 21½"maps; 80,000 All-Pacific travel folders; 50,000 Pacific trip planners; 1,500 counter cards; 1,000 publicity kits, and 1,000 sets of radio-tv copy.

"All items had to be reordered," Mr. Hansen said. "Originally we printed only 30,000 All-Pacific folders and 50,000 more had to be ordered to meet the response." #

MAGIC MOLECULE—*In addition to other attributes, Creslan acrylic fiber is "soft as a baby's dimple" and "tempting to the touch," says this American Cyanamid ad set for the Sept. 21 issue of Life. Ben Sackheim Inc. is the agency (see story on Page 172).*

TRANSISTOR UNIT—*Dictograph Products Inc., New York, will introduce its new fully transistorized intra-office communication system this October with ads in Dun's Review, Forbes, Fortune, Nation's Business and News Front. Wexton Co. is the agency.*

Talon Inc. Ads Win DMAA Gold Mailbox Award

(Picture on Page 20)

MONTREAL, Sept. 9—Talon Inc., Meadville, Pa., maker of Talon zippers, won the Gold Mailbox Trophy for excellence in direct mail advertising in 1959 at the Direct Mail Advertising Assn. convention here this week.

Also honored by DMAA were 58 advertisers' direct mail campaigns in five categories—direct mail (Talon was an entry in this category), mail order, house publications, low budget and letters.

Cited as leaders in direct mail were, in alphabetical order:

Direct Mail Campaigns—Abbott Laboratories, North Chicago, Ill.; Albany Products Co., South Norwalk, Conn.; Aluminum Co. of America, Pittsburgh; American-Standard's plumbing and heating division, New York; Associates Investment Co., South Bend; Bank of America, San Francisco; Bloomer Bros. Co., Newark, N.Y.; Buntin Reid Paper Co., Toronto; Burroughs Corp., Detroit; Canadian National Railways, Montreal; Cessna Aircraft Co., Wichita; Chevrolet division of General Motors, Detroit; Eagle Pencil Co., Danbury, Conn.; Esso Standard Oil Co., New York; Ford division of Ford Motor Co., Dearborn; General Electric Co., Western Springs, Ill.; General Foods Corp.'s General Foods Kitchens, White Plains, N.Y.; General Motors' GMC trucks, Pontiac, Mich.; P. H. Glatfelter Co., Spring Grove, Pa.; Green Giant Co., LeSueur, Minn.; Grit Printing Co., Wichita; Insulite division, Minnesota & Ontario Paper Co., Minneapolis; Lasky Co., Newark, N.J.; Eli Lilly & Co., Indianapolis; Manpower Inc., Milwaukee; M-E-L division of Ford Motor Co., Dearborn; Minneapolis-Honeywell Regulator Co., Minneapolis; National Airlines, Miami; Office Overload Co., Winnipeg, Man.; Pennsylvania transformer division of McGraw-Edison Co., Canonsburg, Pa.; Pittsburgh Corning Corp., Pittsburgh; Ross Roy Inc., Detroit; Schenlabs Pharmaceuticals, New York; E. F. Schmidt Co., Milwaukee; Simpson Press, Montreal; Stran-Steel Corp., Detroit; Talon Inc., Meadville, Pa.; Toronto Daily Star, Toronto; TV Guide, Radnor, Pa.; U.S. Steel Corp., Pittsburgh; Upjohn International Operations, Kalamazoo, Mich.; Washington Post, Washington; Yale & Towne Mfg. Co., Philadelphia.

Mail Order—Heath Co., Benton Harbor, Mich.; United Business Service, Boston.

Low Budget—Bruce Payne & Associates' New York; Marsteller, Rickard, Gebhardt & Reed, New York; Slant/Fin Radiator Corp., Richmond Hill, N.Y.; Trans-Canada Air Lines, Montreal.

House Publications—Abbott Laboratories, North Chicago, Ill.; Chevrolet division of General Motors Corp., Detroit; Massey-Ferguson, Toronto; Pfizer Laboratories, Brooklyn.

Letter Campaign—Alexander, Andreae, Kraay & Co., Amsterdam, Holland; International Business Machines Corp., New York; Swissair, Swiss Air Transport Co., Zurich; Y&Y Publishing, Dayton, O. #

DMAA Convention

WDOK Cuts Number of Spots During Half-Hour Show to 3

WDOK, Cleveland radio station, has reduced the number of commercial messages to be aired between 10 a.m. and 4 p.m. During the six-hour period, Mondays through Fridays, the station will offer advertising time in half-hour segments.

The new plan offers a maximum of three one-minute commercials and a 20-second introduction commercial during the half hour, and will run on a rotating basis. For each half hour of programming, a sponsor will receive five one-minute spots during drive times, two one-minute spots in the evening after 7 p.m., and two one-minute spots in the evening on separate fm programming. A campaign in Cleveland's three daily newspapers will run through the month of September.

Kennedy, Walker Gains One

Kennedy, Walker, Beverly Hills, Cal., has been named to handle national and international advertising for a new line of Royalty men's toiletries to be marketed in September by Royalty Cie, Los Angeles. Distribution of the line will be in department and specialty stores. Magazines, trade publications and point of purchase are in the promotional plans.

Petty Agency Gains One

Big Three Welding Supply Co., Fort Worth, has appointed Tully J. Petty Advertising, Fort Worth, to handle its advertising. The company markets oxygen, nitrogen, and aragon for metal cutting, welding and hospital uses in Texas, New Mexico and Oklahoma.

Taft Promotes Four

Taft Broadcasting Co., Cincinnati, has promoted four executives of its Cincinnati and Columbus radio and tv stations. Roger B. Read, formerly general manager of WKRC-TV, Cincinnati, is moving into Taft's home office to take charge of administration and planning. J. W. McGough, formerly general manager of WTVN-TV, Columbus, replaces Mr. Read at WKRC-TV. Sam Johnston, manager of WTVN, moves up to manage WTVN-TV. Richard W. Ostrander, sales representative of WKRC-TV, is moving to Columbus to become general manager of WTVN.

WTCN Names Cosgrove, Page

Jack Cosgrove has been appointed sales manager and Norman Page regional sales manager of WTCN, Minneapolis-St. Paul. Mr. Cosgrove formerly was national sales manager of the station and Mr. Page was an account executive there.

Gregory Names Griswold

Gregory Industries, Lorain, O., has named Griswold-Eshleman Co., Cleveland, to handle its advertising.

Howard Sets Push to Upgrade Image of Clothing Stores

NEW YORK, Sept. 11—Howard Stores begins an "image-building" program next week with an extensive advertising program in newspapers, television and radio.

Almost 50% of the budget will go into newspapers, where the company will use a soft sell technique based on a "trading-up" theme. Half the newspaper advertising will not show any merchandise at all. The other 50%, while featuring specific merchandise, will not be typical of the hard sell approach of past years. In this manner Howard, which recently has undergone a change of management, will strive to carve out a new niche in the retail men's wear field.

■ The 14 once-a-week newspaper ads will be 1,200 lines (800 lines in tabloids) during a 14-week campaign in more than 30 Howard store cities.

A 14-week television test using taped commercials will break Sept. 21. One-minute spots will concentrate on "image-building" in the opening 17 seconds, followed by particular items of merchandise. The opening will be animated, with the remainder showing live models and Howard clothes. Artwork designed for the print media is being animated for tv to maintain identification and continuity.

■ Each newspaper illustration, with 60% devoted to white space, depicts a particular occupation in the style of a grammar school primer. Headlines, set in old-style type, read "A is for Archeologist," "T is for Teller," etc. The brief copy in the first ad reads:

"Tellers handle millions of dollars. But they are very honest. They don't get to keep many dollars for themselves. They have to count what they spend like most of us do. They also have to look nice. So lots of them bank on Howard for their clothes."

A small-type postscript adds: "Even if you're a bank president, you'll enjoy the savings you can make at Howard. The man who knows goes to Howard Clothes." Howard's new logotype is also shown in the ad.

■ Mogul, Lewin, Williams & Saylor has been handling the Howard account officially since last January. It had been on an advisory basis with the account since early 1958.

Since 1955, Howard has been a restless advertiser, having been at Peck; Silberstein-Goldsmith; Dowd, Redfield & Johnstone and others, besides setting up its own house advertising department and even dividing the account among several agencies. When the Mogul appointment was announced, Howard was reported to be a $700,000 account. #

Audio, Pathescope Merge

Pathescope Productions, New York, has merged its tv and industrial film production services with Audio Productions, New York. Edward J. Lamm, who had been president of Pathescope, will act as a sales representative for Audio Productions and will continue Pathescope's educational division under the Pathescope name.

Shakespeare to MacDonald

Shakespeare Co., Kalamazoo, Mich., has appointed MacDonald-Cook Co., South Bend, Ind., and Chicago, to handle advertising for its archery division, formed last year when Shakespeare bought Parallel Products, Waverly, O. MacDonald-Cook has handled Shakespeare fishing tackle for six years.

Good...Better...Bundscho

Here Type Can B Serve You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

SAN DIEGO CALIFORNIA

1958 RESTAURANT SALES: $90,421,000

With more than $90 million in restaurant sales for 1958, San Diego is 19th in dollar volume among the nation's 292 Metropolitan County Areas, outranking such markets as these:

KANSAS CITY, MISSOURI .	$87,649,000	HOUSTON, TEXAS . . .	$88,569,000
NEW ORLEANS, LOUISIANA .	$86,045,000	DENVER, COLORADO .	$85,872,000

San Diego is the third largest market in all the 11 western states, and the fastest growing major metropolitan area in the country. And San Diego is a **newspaper** market – reached and sold through two metropolitan dailies: **The San Diego Union** and **Evening Tribune.** Combined daily circulation exceeds 200,000 (215,192 ABC 3/31/59). Facts Consolidated surveys show a readership of 84.4%, unduplicated.

The San Diego Union | EVENING TRIBUNE

SALES ESTIMATES COPYRIGHT 1959 SALES MANAGEMENT SURVEY OF BUYING POWER.

"The Ring of Truth"

COPLEY NEWSPAPERS

15 "Hometown" Newspapers covering San Diego, California — Northern Illinois — Springfield, Illinois — and Greater Los Angeles — Served by the COPLEY Washington Bureau and the COPLEY News Service.

REPRESENTED NATIONALLY BY WEST-HOLLIDAY CO., INC.

Mallory Hats to Feature Sam Snead in Spring Push

Mallory Hats, Philadelphia, will feature Sam Snead in a straw hat promotion next spring, which also ties in with Wilson Sporting Goods and Snead's two "home" golf courses—Greenbrier Club, White Sulphur Springs, W. Va., and Boca Raton in Florida. Mallory will supply retailers with a sales kit and a window display kit, including posters from the two golf courses, material from Wilson, and a blow-up of a page ad from *Sports Illustrated*. Other magazines, as yet unscheduled, will be used. Arndt, Preston, Chapin, Lamb & Keen, Philadelphia, is the agency.

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

James k. millhouse
PUBLISHERS' REPRESENTATIVE
5935 Montrose Ave., Chicago 34, Ill.

'Buy Any 3. . . Get 1 Free,' Say Swanson TV Dinners Ads

Color pages appearing in *This Week Magazine*, *Parade* and independent Sunday supplements on Sept. 27 and in the First 3 Markets Group on Oct. 4 will support a "Buy Any 3...Get 1 Free" promotion by Campbell Soup Co., Camden, N.J., to promote its Swanson TV dinners and TV main courses.

To take advantage of the offer, consumers must buy three packages of the dinners or the main course, in any combination, send in the three main panels, stating the price paid, and Swanson will refund the price paid for the highest-price package. The offer expires Nov. 15, 1959. Tatham-Laird, Chicago, is the agency for Swanson frozen products.

Mutual's Midwest Unit Hits Record in August Billings

August billings by the Chicago-Midwest division of Mutual Broadcasting System were the biggest in the past three years, according to Richard Brahm, Mutual's midwestern manager.

Included were contracts signed with Bankers Life & Casualty Co., through Phillips & Cherbo, for sponsorshop of Walter Winchell; F&F Laboratories, through Lilienfeld & Co., for 35 network spots a week, and Beltone Hearing Aid Co., through Olian & Bronner, for alternate-week sponsorship of Gabriel Heatter.

Fugitt Joins Gray & Rogers

Warren Graves Fugitt, former consultant with the U.S. Department of Defense, has joined the public relations staff of Gray & Rogers, Philadelphia.

Business Paper Ad Costs Up 108% Since '46: Basford

New Report by Agency Says Costs Will Rise Another 18% in 1960

NEW YORK, Sept. 9—Costs of advertising in business publications have risen 108% since World War II, and will increase an additional 18% in 1960, according to a study released today by G. M. Basford Co.

The study is based on the agency's records in preparing more than 10,000 pages of business paper advertising annually. Titled "Your Advertising Dollar," the study was first published by Basford in 1946, and reissued in 1952. Prices for both years are given in the current edition with actual 1959 and estimated 1960 costs.

The agency estimates that an advertiser will spend $2.26 in the coming year for each dollar spent in 1946 for a similar advertising program.

On mechanical costs, based on New York scale prices, the report says, for every $1 spent on engravings, electros and typography in 1946, the cost today is $1.74 for engravings, $1.64 for electros, and $1.91 for typography and, it adds, "it looks as though 1960 will be between 5% and 10% higher than this year."

On artwork, for every $1 spent in 1946, the cost today is $2.16, and 1960 costs are expected to go up another 5%, the agency says.

■ "Space cost is up and still climbing," the report says. "A study of 542 business publications shows that you could reach 81 readers for your space dollar in 1946. But to reach the same number in 1952 cost $1.07, and $1.28 in 1959, with all indications that on the same basis costs will rise to $1.34 to $1.38 in 1960.

"Add to the increased cost per reader the increases in circulation necessary to reach the many more people making buying decisions in many more plants, resulting in the purchase of a great deal more goods.

"So actually," the report says, "space rates have gone up like this: $1 in 1946; $1.46 in 1952; $2.12 in 1959, and our estimate is at least $2.33 for 1960.

"To execute the same typical advertising program—using the same amount of space in the same books (but reaching many more people)—and using the same type of artwork and mechanical plates," the report concludes, "costs have climbed like this: $1 in 1946; $1.44 in 1952; $2.08 in 1959. And we're reasonably sure they'll go to $2.26 in 1960."

■ The report also points out that "there are more people in more plants for your company to call on to sell." It notes that for every 100 workers in 1946 there are 127 today; that the cost-of-living index evaluated at $1 in '46 stands at $1.50 today; that $1 worth of steel in '46 costs $2.32 today; that hotel rooms, meals, entertainment, travel and sales compensation are all higher.

Copies of the study are available on request to John W. DeWolf, director of market research, G. M. Basford Co., 60 E. 42nd St., New York 17, N. Y. #

Lake Shore Electrotype's New R.O.P. Report Out

A 1959-'60 edition of "R.O.P. Color Requirements," a compilation of mechanical requirements of all U.S. and Canadian newspapers offering r.o.p. color, has been published by Lake Shore Electrotype division of Electrographic Corp., Chicago.

In addition to all features previously included in the report, it now also gives state-by-state comparisons of daily r.o.p. color circulation *vis-a-vis* total circulation available; separate listings of tabloids and weekend supplements, and a summary of information on problems involved in r.o.p. printing on less than a full page. Lake Shore is distributing the report free to agencies, newspapers and advertisers.

Gibbs Names R. Jack Scott

Gibbs & Co., Chicago, manufacturer and distributor of beauty shop equipment and supplies, has named R. Jack Scott Inc., Chicago, to handle its advertising and public relations. The account, which bills an estimated $30,000, formerly was handled by Bozell & Jacobs, Chicago.

Make no mistake about Salt Lake!
Buy —
SALT LAKE
Get a Million More!

STOP thinking about Salt Lake as a one-city market! It's a mistake. When you advertise in Salt Lake's two metropolitan newspapers, you reach not only the nearly half-million in Salt Lake City proper, but you sell a million more prosperous prospects throughout the Intermountain Market. It's served completely by these two papers, the only two metropolitan papers between Phoenix and the Canadian border and Denver and the Pacific Coast.

NEWSPAPER AGENCY CORPORATION NAC

The Salt Lake Tribune
(MORNING & SUNDAY)

DESERET NEWS AND
Salt Lake Telegram (EVENING)

Represented Nationally by
MOLONEY, REGAN & SCHMITT, Metro Comics Network.

THERE'S MORE TO SALT LAKE THAN SALT LAKE

The Astronauts' Personal Stories—in their own words—only in LIFE

Mankind's Greatest Adventure

The Editors of LIFE take great pride in announcing that the personal stories of America's Astronauts will appear only in LIFE. The conquest of space has been one of man's most persistent dreams since he first looked up and saw the stars. Now these seven brave men have embarked on that great adventure.

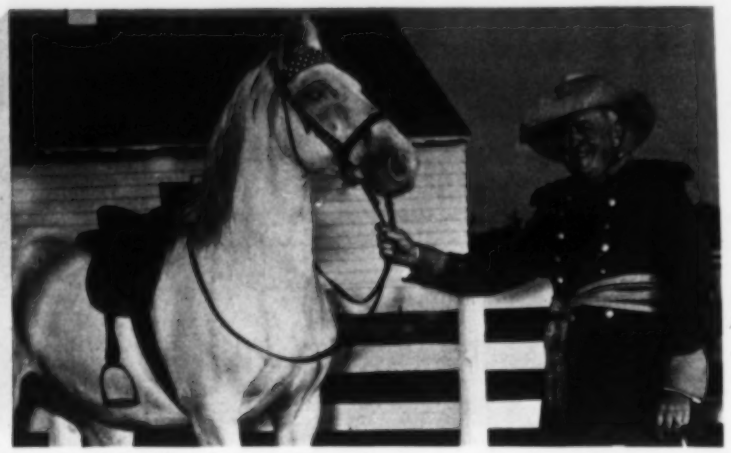
In this issue, their own stories...their own words...will be published exclusively by LIFE. When one of the seven at last rides a rocket into orbit around our world, he will personally write the first-hand account of his adventure for LIFE readers alone.

The Editors of LIFE believe, unreservedly, that the story of the Astronauts is the most important series they have ever published.

only in LIFE

PHOTO REVIEW

Gross Boulton Austin Schmid



McBreen

MINT JULEP, SUH?—*A Kentucky Burgoo is a bully-hey-rah outdoor affair centered around a dish called Burgoo. Recipe for 1,200 gals. of Burgoo starts out: "Take 600 lbs. of lean soup meat . . ." and goes on from there. Jahn & Ollier Engraving Co., Chicago, threw a Burgoo last month at the Barrington, Ill., "plantation" of Kenneth V. Schmid, J&O vp. Among the guests, Earl C. Gross, Stevens Gross Studios, "arrives" on a fire engine with Fred W. Boulton, vp, J. Walter Thompson (who had arrived earlier by helicopter); Lorna Austin, also of JWT, and Mr. Schmid. Adding a touch of Confederate flavor to the affair was E. Thomas McBreen, JWT vp.*

AD GIRL—*Pretty Mary Rodites, Miss No-Cal of 1960, will be used in advertising and promotion during the next 12 months by Kirsch Beverages and No-Cal Corp., Brooklyn.*

BEST FOODS' PROMOTION—*Albert Brown, vp in charge of advertising, Best Foods division, Corn Products Co., New York, holds a miniature "Riverboat," symbol of the company's new 1959-60 advertising program and name of the hour-long tv series to be sponsored by the company on NBC-TV. Standing by with paddle in hand to help when "Riverboat" casts off Sept. 20 is Thomas B. McFadden, vp, NBC-TV network sales.*

Styles Roughton Weiss

CITATION—*Edward H. Weiss receives a citation from James F. Styles Jr., assistant to the Secretary of the Treasury and national director, savings bond division, in behalf of his agency, Edward H. Weiss & Co., Chicago. Polly Roughton, assistant midwestern manager of the Advertising Council, looks on. The Weiss agency has been producing savings bond radio commercials since 1957.*

WINNING LADIES—*The Chicago office of Foote, Cone & Belding's girls' softball team met the boys' team—in a softball game of course—and the young ladies won, 7 to 4. Here, Katie Christensen, secretary in the broadcast department, demonstrates how to hit the ball while her team mates cheer.*

Gunn Adams

AWARD—*The first American Legion Auxiliary Golden Mike award for television commercials was made to Theo. Hamm Brewing Co., St. Paul, at the auxiliary's national convention in Minneapolis. Mrs. Charles W. Gunn, national president of the auxiliary, presents the award for the "most appealing commercials" to Charles Adams, Hamm's advertising director. More than 1,000,000 auxiliary members were polled on their favorite tv commercial.*

SOLO

DUET

TRIO

QUARTET

If your medical journal advertising requires more than one "voice" to sing the praises of your products, it is important that the two, three, or four publications you select will command the largest and most effective audience . . . in harmony ■ Alfred Politz has just completed a study of the four leading mass medical journals . . . Medical Economics, Journal of the American Medical Association, Modern Medicine and MD . . . which provides facts never before available on the readership you may expect for your advertising in any one journal or any combination of two, three, or four ■ Your M. E. representative will call on you soon with the full details.

MEDICAL ECONOMICS

Oradell, New Jersey

Maytag President Fred Maytag has been an Electrical Merchandising reader for 24 years

Because Fred Maytag grew up in the appliance business, E.M. is a familiar part of his life. You'll usually find the current issue on his desk or reading table, or in his well-traveled briefcase. Says Mr. Maytag: *"Electrical Merchandising keeps us all 'thinking retail,' and in this business, that means thinking straight!"*

DEEP—*Toni Co. introduces its new Deep Magic dry skin conditioner with the offer of a free sample with a bottle of Deep Magic facial cleansing lotion. National distribution will be completed by October.*

ABP Team to Show 'Ad-Venture' Film in 5 Industrial Centers

(*Continued from Page 3*)

Sept. 16; the Duquesne Club, Pittsburgh, Sept. 17, and the Park Lane Hotel, New York, Sept. 18.

■ Philip D. Allen, ABP board chairman and president of the Maclean-Hunter Publishing Co., Chicago, will introduce the film at each showing.

Other ABP people cooperating in the staging of the parties include David Kenney, Chicago manager, *Oil & Gas Journal*, who is president of the Chicago Dotted Line Club; Edward L. Henderson, president, Business News Publishing Co., and Richard Webber, business manager, *Automotive News*, both Detroit; John Cogan, western advertising manager, *House & Home*, Cleveland; Joseph H. Smith, president, Steel Publications, Pittsburgh; John Emery, district manager, *Chemical Engineering*, president, New York Dotted Line Club; and William K. Beard, ABP president.

John Babcock and Hazen Morse, ABP staff vps, who acted as technical advisors during production of the movie, are in charge of the tour and will transport the show equipment by car from city to city. #

Tussy Promotes Bob Muecke

Robert Muecke, sales promotion manager of the Tussy division of Lehn & Fink Products Corp., New York, has been appointed advertising manager of the division. In his new position, he will direct both advertising and sales promotion for Tussy. His advertising assistant will be Grace Connolly, formerly a secretary with the division. His sales promotion assistant will be Richard Slawinski, formerly Tussy's buyer of advertising materials.

Niagara Chemical to Basford

Food Machinery & Chemical Corp.'s Niagara chemical division, Middleport, N. Y., has appointed G. M. Basford Co., New York, to develop an integrated program of advertising, publicity and sales promotion. The former agency of record was Marsteller, Rickard, Gebhardt & Reed, Chicago.

Hoeft Leaves 'Time' for 'Look'

William Hoeft, formerly with Time Inc., has joined *Look*, New York, as business manager for the advertising department, a new post. At Time Inc., Mr. Hoeft was business manager and executive assistant to the director of Time-Life International foreign news service.

Maytag Branch Manager Rolland W. Weed has been an Electrical Merchandising reader for 22 years

Maytag's direct-to-dealer distribution puts a real load on Branch organizations such as Rolland Weed's. About E.M. Mr. Weed says: *"Consistent Maytag advertising in Electrical Merchandising is like a second set of legs to me in the big job of keeping all our Dealers Maytag-minded!"*

Maytag Dealer Milton Marks has been an Electrical Merchandising reader for 25 years

Nearly everyone in Milburn, New Jersey knows appliance man Milton Marks, and his sales growth in recent years proves he's topping the trend to bigger volume. Here's how Dealer Marks uses E.M.: *"I shop Electrical Merchandising from cover to cover, every month. For product information, for sales ideas, it's 'must' reading!"*

Louisville Dailies Offer New Frequency, Volume Discount Plan

(Continued from Page 3)

either the morning *Courier-Journal*, the evening *Louisville Times*, the Sunday *Courier-Journal* or any combination of these newspapers.

Under the plan, a company may advertise multiple products, and the plan provides for multiple agency ad placements. Mr. Baker said the C-I-D discounts are based on existing rates and stressed that there would be no ad rate increases. The plan became effective Sept. 1. Advertisers may sign C-I-D contracts up until Nov. 1 and get rebates on ads that qualified and ran on Sept. 1 or thereafter.

■ Here is how the plan works: An advertiser signs a contract for the minimum linage he will run regularly in either 13, 26, 39 or 52 weeks. He must run a minimum of 300 lines weekly. He earns a discount of up to 12% on all minimum linage run and gets up to 13% discount on all linage run in excess of his contracted minimum.

A hiatus of one week is permitted an advertiser with a 13-week contract; two weeks for those with a 26-week agreement; three weeks for companies with a 39-week contract, and four weeks with a yearly pact.

An advertiser contracting to run 1,000 lines a week for 48 out of 52 weeks could earn $5,184 in discounts on his minimum of 48,000 lines, plus 13% on all excess linage, Mr. Baker said.

■ "C-I-D is designed basically to get national advertisers to think in terms of newspaper 'campaigns' instead of newspaper advertising 'insertions.' It offers advertisers a frequency-volume plan comparable to radio and television," Mr. Baker said.

"We believe that when the advertiser uses the same continuity in newspapers that he is accustomed to using in broadcast, he can achieve new gains in advertising impact," he added.

"We are convinced that newspapers can deliver this impact with great efficiency and C-I-D will give us a chance to prove it. And the Louisville newspapers would welcome other newspapers who wished to offer similar programs to advertisers."

■ The Louisville newspapers will break a $50,000 promotion campaign Sept. 21 for the C-I-D plan. Large space ads (1,200 lines) will run in the *Chicago Tribune*, *New York Herald-Tribune*, *New York Times* and *Wall Street Journal*, and an extensive trade publication list also will be used.

A direct mail campaign will go out this month to more than 3,300 leading advertisers and agency key personnel. Zimmer-McClaskey Advertising is the agency.

Mr. Baker told ADVERTISING AGE that the Louisville newspapers have never before had r.o.p. discount rates for national advertisers, although the newspapers have had discounts for advertisers in comics and roto sections for some time.

He said he knew of no other American newspaper with a frequency-volume plan similar to the C-I-D arrangement.#

Revlon Boosts Herzog

Lester Herzog has been appointed general manager of Revlon Inc.'s new Bressard Tiara hair color products division, organized following the recent purchase of Bressard Hair Products Corp. and Bressard Distributors Inc. (AA, Aug. 17). Mr. Herzog began with Revlon 20 years ago as a salesman and has been sales manager of the company's beauty salon division for the past seven years.

Right down the line, in every part of the huge appliance-tv industry, the real Pros read and rely on Electrical Merchandising

Electrical Merchandising is the big, colorful, believed-in magazine of the appliance-tv-housewares business. Every month it reaches *and* influences more than 40,000 appliance men — biggest proof-positive, paid audience in the appliance field. That's why the Pros power their promotions in Electrical Merchandising . . . *to be sure!*

Electrical
Merchandising

Magazine of the appliance-tv Pros

A McGRAW-HILL PUBLICATION ABC-ABP

FRENCH FLING—*This counter display helps introduce Coty's new lipstick and nail polish, called 'French Fling. Spot tv in 20 markets plus ads in the October issues of Glamour, Ladies' Home Journal, Mademoiselle, McCall's, Seventeen and Vogue will be used also. Batten, Barton, Durstine & Osborn is the agency.*

Cal-Pak Sets 3-Media Push in Two States for New Fruit Sauce

SAN FRANCISCO, Sept. 9—A test campaign in California and Phoenix markets will be launched in October to introduce California Packing Corp.'s new pineapple-grapefruit sauce, a combination of crushed pineapple and grapefruit juice.

The sauce is now being distributed, but advertising will not start until late in September with two-color large space newspaper ads which will include a coupon.

Markets where the ads will appear include San Francisco, Oakland, Sacramento, Stockton, Los Angeles, Fresno, San Diego and Phoenix.

In addition, a four-week schedule of tv spots will be used in all of the markets except Fresno.

The coupon, appearing in the newspaper ads, will also be used with a two-color page in *Sunset Magazine's* central and southwestern editions.

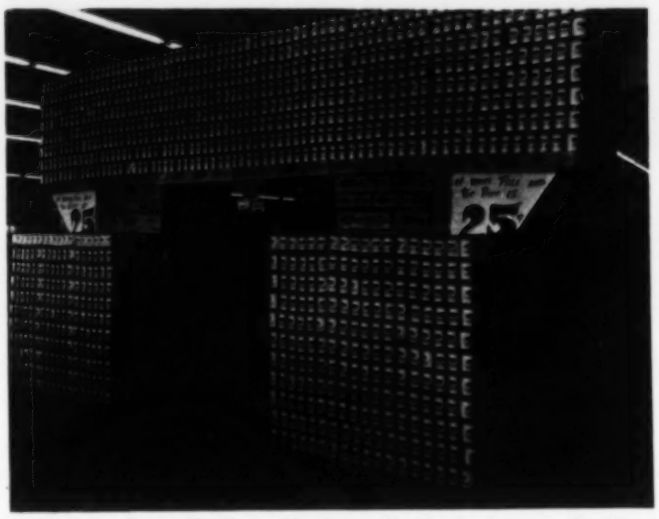
McCann-Erickson, San Francisco, is agency for Cal-Pak, which markets products under the Del Monte label. #

Quality Courts to Koehl

Quality Courts United Inc., New York, a non-profit association of 500 independently owned and operated motor courts located east of the Mississippi River and in eastern Canada, has appointed Koehl, Landis & Landan, New York, its first advertising agency.

Premium Service to Zubrow

Premium Service Co., subsidiary of Curtis Publishing Co., Philadelphia, has appointed S. E. Zubrow Co., Philadelphia, to handle its advertising. Wexton Co., New York, formerly handled the account.



WALK EASY—*Park 'N Shop, Charlotte, N. C., food store, displayed 2,000 dozen Duke's mayonnaise jars as a highlight of a store tour arranged for visitors attending the 1959 North Carolina Food Dealers Convention. The arch is supported by 2x10" boards. Bottoms and fronts of shipping cases were stapled to the boards to achieve the unusual effect. Representatives of C. F. Sauer Co., maker of Duke's mayonnaise, built the display.*

IN DETROIT
YOU KNOW WHERE YOU'RE GOING WITH
WJBK-TV
CBS PROGRAMMING • CHANNEL 2

Sales are UP in booming Detroit

Dept. Store Sales	UP 17.5%
New Car Sales	UP 76.5%
Factory Payrolls	UP 26.3%
Car and Truck Output	UP 66.7%

And UP is definitely the word for WJBK-TV viewers

June and July ARB ratings were both 35.2% of audience. August is Up to 36.5%—28% higher than any other Detroit station.

(the highest CBS station in any 4-or-more station market.)

You know where your audience and sales are going with WJBK-TV—They're going UP!

a STORER station

CALL KATZ
or
STORER NAT'L SALES OFFICES
625 Madison Ave., N.Y. 22
•
230 N. Michigan Ave.
Chicago 1

Drop Trade Stamps, Gas Station Group Warns Its Members

NIAGARA FALLS, Sept. 10—A campaign to eliminate use of trading stamps and "unlawful" signs at local service stations has been inaugurated by the Niagara Falls Gasoline Dealers Assn.

Letters have been sent advising dealers to comply with a city ordinance governing signs and stamps, according to David Murphy, association president.

The dealers were notified that if use of stamps and illegal signs is not stopped within 10 days that the association will get warrants for the dealers.

According to Mr. Murphy, 28 local service station operators presently are giving trading stamps with their products. Two operators have been using illegal signs, he said.

■ The association's letter said the drive was being made "in the interests of the general public and the gasoline dealers in particular."

"The association deems trading stamps an unfair competitive business practice, and dealers are submerging their services in a swampland of giveaways," Mr. Murphy said.

Enforcement of the ordinance would prevent gasoline price wars, he said.

Violation of the ordinance is a misdemeanor and calls for a fine of $50 or up to 10 days in jail.

According to the letter, the association also will seek revocation of the offending dealer's license.

■ A 15-man committee has been formed to follow up on the letters.

The ordinance forbids any form of rebate, discount, token or other concession with petroleum products sold at retail. Also forbidden are signs larger than 6½x9½". #

Koza Joins Barlit

Charles C. Koza has joined Barlit Productions, Chicago agency, as copy chief. Mr. Koza was formerly with Charles Mayer Studios, Akron. Barlit has been named to handle advertising for Celebrity Pools.

Evans Wyatt Opens Agency

Evans Wyatt has opened his own agency, Evans Young Wyatt Advertising, with offices at 5635 Yale Blvd., Dallas. Mr. Wyatt was formerly vp of Ted Workman Advertising, Dallas.

WAKE Promotes Mrs. Swain

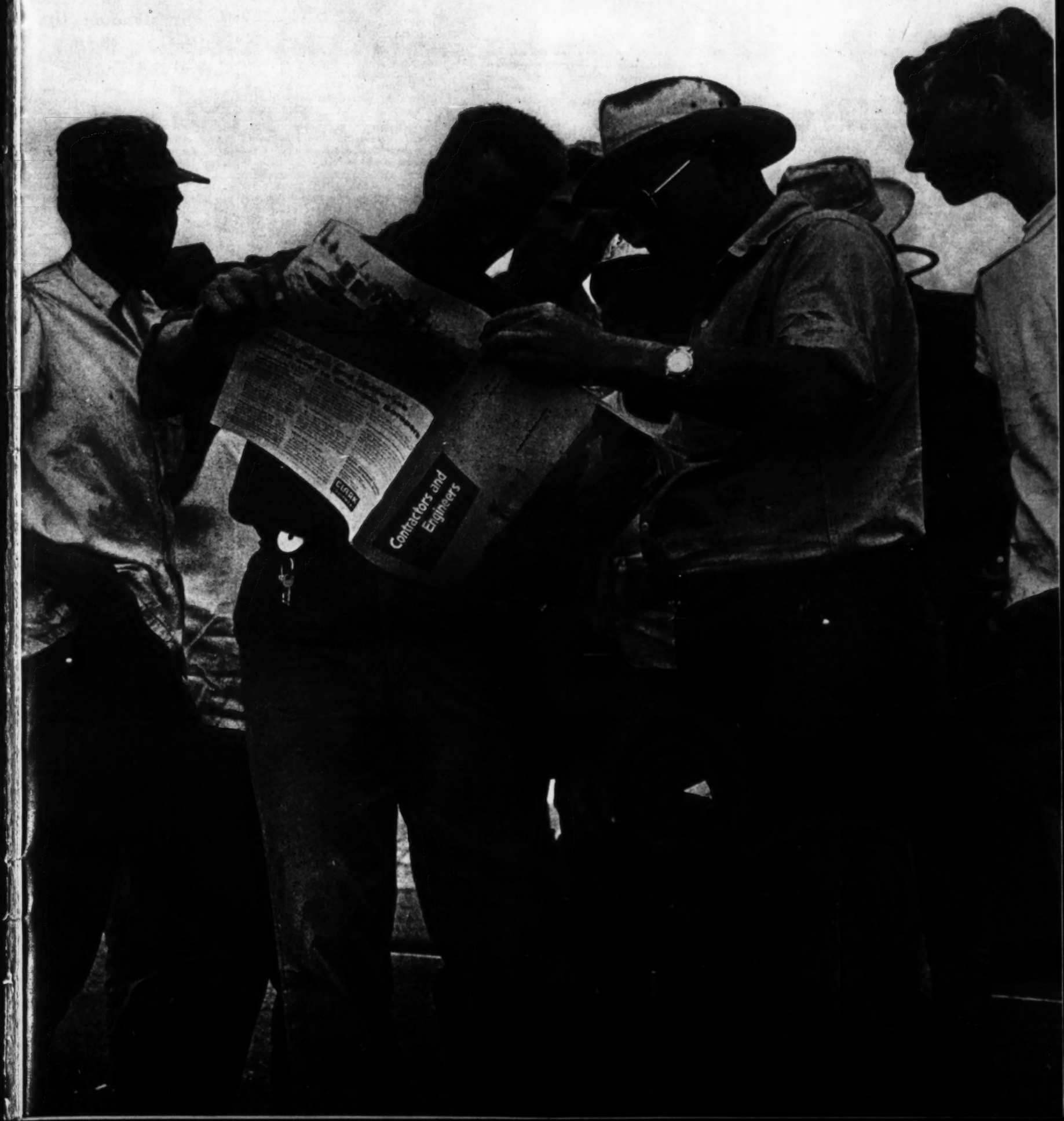
Jayne Swain has been promoted from station manager to vp and general manager of WAKE, Atlanta. Morton J. Wagner, who has been exec vp and general manager, will continue as exec vp.

Star-Kist Adds Agency

Star-Kist Foods Inc., Terminal Island, Cal., has appointed Publicidad Badillo, San Juan, to handle its advertising in Puerto Rico. The company is now building a $2,000,000 plant on the island.

NEW, DIFFERENT—*Metropolitan Life Insurance Co., New York, will use ads like these in a fall drive in magazines, newspapers and Sunday supplements, through Young & Rubicam. Campaign is "custom-designed" to have strong appeal to insurance prospects while building "stature" of Met agents.*

unposed



'58 Profits of Pharmacies Were Static at 5.2%

CHICAGO, Sept. 9—How are things in the nation's pharmacies? Answer: Mixed.

In 1958 pharmacies operated on a 34.7% gross margin; the proprietor's salary averaged out to 8% or about $10,151; employes cost about 11.2% or $14,074; and net profit was 5.2% or about $6,484.

Combined with the proprietor's salary it was 13.2%—or just about what it has been for the last decade. The chart on this page makes it clear; the gross margin for the pharmacist has been rising, but not as fast as expenses, and the profit is practically static.

■ This is the nub of the 27th edition of the "Lilly Digest," in which Eli Lilly & Co. presents its annual analysis of retail pharmacy operations. The "Digest" provides a kind of thumbnail analysis of the pharmacy business, drawn from reports of 2,429 pharmacies, about 5% of the U.S.' independent stores.

Here are some of the highlights:

• Pharmacies had a good sales year in 1958, up 4.8%.

• Income and investment in inventory as a per cent of sales both tend to drop with increased volume, although gross margin tends to be the same for large and small-volume pharmacies.

• A big advantage of the larger pharmacy is stock turnover. The "Digest" says a turnover rate of four to five times a year is regarded as desirable; the larger pharmacies averaged 4.4 times, and the smaller pharmacies 2.6 times.

• For an owner to make his average $10,000 income, he needs a sales volume of $60,000; he needs a volume of $80,000-$90,000 to hire a full-time pharmacist at $125 a week without sacrificing income.

• Pharmacy geography: Two-thirds of the nation's pharmacies are east of the Mississippi, 35% are in towns of less than 5,000 population, and 22% in metropolitan centers. About 37% have sales volume of less than $50,000 annually, and 10% have volume of more than $200,000 a year. The range in annual sales volume favors the West; the Pacific Coast leads the nation in volume sales—an average for West Coast stores is $141,013—30% higher than the West North Central section. West Coast pharmacies are the most profitable in the country.

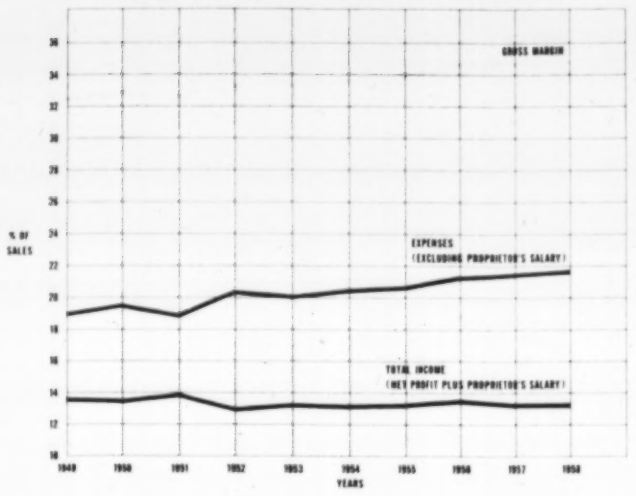
■ Prescription income, dear to the heart of the pharmacist and Lilly, is important—it averaged $40,454, and the average number of prescriptions was 13,693. In total, prescriptions filled by the 2,158 stores which replied to that portion of the "Digest" amounted to $87,000,000. It varied by store—and it influenced profit considerably; where prescription income moved from less than 10% to more than 75%, gross margin rose from 30.2% to 42.8% of sales.

In general, a 6% increase in proportion of prescription income amounts to a 1% increase in sales. Average gross margin on prescriptions—after weeding out sales at cost to physicians—averaged 47%.

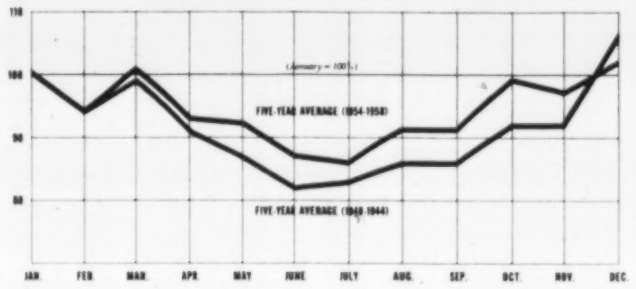
Otherwise, the "Digest" is a thorough accounting course for the pharmacist and his bookkeeper, detailing average cost breakdowns for various stores. Among the costs was advertising. For the smallest stores, advertising amounted to about depreciation cost. As an expense, it ranged from just under 1% to about 1.8% for all stores, which in dollar volume amounted from about $600 to $7,397. The larger stores spent more for advertising, but the proportion held fairly constant within volume classifications.

The winter time is still the golden time for prescriptions. December and January are high volume months, February and November are lower, March and October represent seasonal peaks, and the summer is a long, slow time. #

Average Margins, Costs and Total Income of Lilly Digest Pharmacies, 1949-1958



Month-to-Month Fluctuations in Prescriptions Filled by Pharmacies



Research Budgets Up 12% in 1959, AMA Survey Indicates

NEW YORK, Sept. 9—Research and development budgets for about 600 U. S. corporations are 12% higher this year than 1958's record outlay, a survey released today by the American Management Assn. shows.

A total of 64% of the companies studied increased their budgets for the development of new products and processes, 8% were unchanged and 28% reduced budgets.

Among the 23 industry groups studied, automobile makers were top with a 32% increase over 1958. Three other industries had budget hikes of better than 20%—electrical machinery, 23.8%; instruments, 29.7%, and metal-working machinery, 21.7%. Only one group, miscellaneous machinery and parts, showed a decline.

New product expenditures, the study shows, averaged 3.2% of the sales dollar this year compared with 2.8% in '58.

■ Philip Marvin, research and development division manager of the association, said the study was made to assist companies in formulating guide lines for the charting of their corporate growth programs. He noted that product development activities today have a greatly magnified multiplying effect on earnings, and that new products tend to produce added profits.

"Technology," Mr. Marvin warned, "is the arch foe of established order and procedure. While it creates radically new opportunities, it also creates changing conditions that call for sweeping reappraisals of management thinking and action patterns if management is to turn new technology into profits." #

Nemarow Adds Thai-Teak

Thailand Industries Inc., New York, importer of teakwood flooring from Thailand, has appointed Nemarow Advertising Agency, Vineland, N. J., to handle its advertising. Thai-Teak flooring will be advertised in *The New Yorker* and in metropolitan New York newspapers.

NBC Names Hedges to Head New Unit; MacKenzie in Mexico

William S. Hedges, who has been vp in charge of general services at NBC, New York, has been named to head the company's new political broadcasting unit. Mr. Hedges will work with the NBC news and public affairs departments. The unit will coordinate the sale of time for political broadcasts on NBC Radio and NBC-TV.

Alastair Murray MacKenzie has been named director of Latin American operations for NBC International Ltd., with headquarters in Mexico City. He formerly was general sales manager of RCA Victor Argentina, Buenos Aires.

RALPH W. PECK *has been named director of marketing of Rexall Drug Co. Ltd., Cooksville, Ont. He formerly was with Batten, Barton, Durstine & Osborn, Toronto, as account executive on Rexall.*

NO. 1

AMONG ALL ELECTRONIC ANNUALS

eem

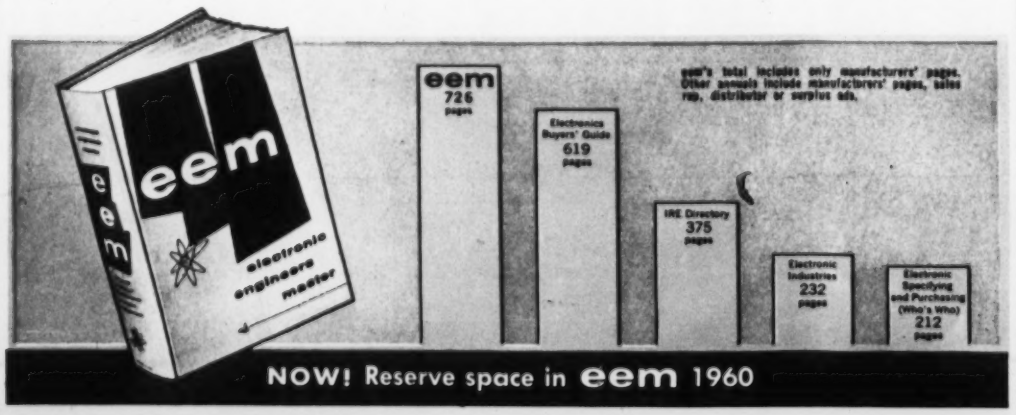
ELECTRONIC ENGINEERS MASTER

More pages of manufacturers' advertisements...726; more pages of directory material...554; greatest gain in number of paid pages over 1958 edition...221; most complete buying directories in every detail—a clean sweep for the new 1959 edition of eem over all annuals serving the electronic market.

This in itself is a proud record, but to attain it in the second edition, when competitive annuals have been publishing from 12 to 19 years, is a remarkable achievement. So remarkable, in fact, that every electronic manufacturer and every advertising agency representing clients selling the electronic market should use eem—the number one annual—to spearhead their selling and advertising program.

Our sincere thanks to the manufacturers who had the faith to support this lusty infant and its new streamlined concept of product presentation. Our thanks, too, to the 56,000 engineers and purchasing agents who, by their day-in and day-out reliance on eem, have proved to manufacturers that eem is the most effective way to present their product information. Now, if you want to assure yourself that eem also ranks first in reader preference, take advantage of our free offer and survey your customers at our expense. Write for details to:

eem—Electronic Engineers Master, 60 Madison Avenue, Hempstead, New York, IVanhoe 6-7755.


eem
electronic engineers master
eem's total includes only manufacturers' pages. Other annuals include manufacturers' pages, sales rep, distributor or surplus ads.
eem 726 pages
Electronics Buyers' Guide 619 pages
IRE Directory 375 pages
Electronic Industries 232 pages
Electronic Specifying and Purchasing (Who's Who) 212 pages
NOW! Reserve space in eem 1960

In the New York market

The News cross-sections all other newspapers

In New York, The Daily News is read by:

1,340,000 or *72.0%* of all Mirror readers
520,000 or *38.0%* of all Times readers
270,000 or *39.7%* of all Herald Tribune readers
900,000 or *61.6%* of all Journal-American readers
350,000 or *37.6%* of all Post readers
340,000 or *35.4%* of all World-Telegram & Sun readers
—and by 2,240,000 adults who read no other New York City newspaper!

Source: *Profile of the Millions—2nd Edition, a massive and authoritative study of New York market characteristics. For a presentation, call any New York News office.*

In New York City, there is no subway rider type. Everybody uses the subway because it is quicker, more efficient, more convenient. And for similar reasons, New Yorkers read The News—which is designed and produced to satisfy their interests, time, travel and reading conditions.

Nor is there a News reader type. The News audience includes from more than one-third to more than two-thirds the readers of other individual newspapers.

With nearly two million circulation, The News is read by 4,730,000 adults—2,360,000 men and 2,370,000 women. And holds its readership every day!

The News simply has more of everything you want as prospects—more income, more families with children, more home owners and car owners, more urban dwellers and more suburbanites. And delivers more readership, response and results for advertising.

Any New York News office can tell you more.

THE NEWS, *New York's Picture Newspaper*

More than twice the circulation, daily and Sunday, of any other newspaper in America.

News Building, 220 East 42nd St., New York 17—Tribune Tower, Tribune Square, Chicago 11—155 Montgomery St., San Francisco 4
3460 Wilshire Boulevard, Los Angeles 5—Penobscot Building, Detroit 26—27 Cockspur St., London S.W. 1, England

S.F. Adclub Likes Speakers, Wants More 'How to' Info

SAN FRANCISCO, Sept. 9—Luncheon speakers rate high with the San Francisco Advertising Club.

A survey of club members disclosed that 91% of the membership rate the typical luncheon speaker as "fair or better." More than half (58%) thought the speakers were "good or outstanding." Only 3% rated them "poor."

Food at the luncheons was another matter. A whopping 61% rated the food served at the Sheraton-Palace "fair"; 25% thought it "poor." Only 11% said the food was good. Asked about the variety of food, 52% said it was fair, 32% thought it poor and 8% voted "good."

■ Questioned about attendance at luncheon meetings, 20% said they attended more than once a month, 33% "every one-to-two" months, and 45%, less often than every two months.

Three out of four members reported service on one or more committees, and 13% said they had held one or more club offices. A total of 83% said their companies paid their dues, and 59% said their companies paid for their adclub lunch tabs. An additional 9% split luncheon costs with their employers.

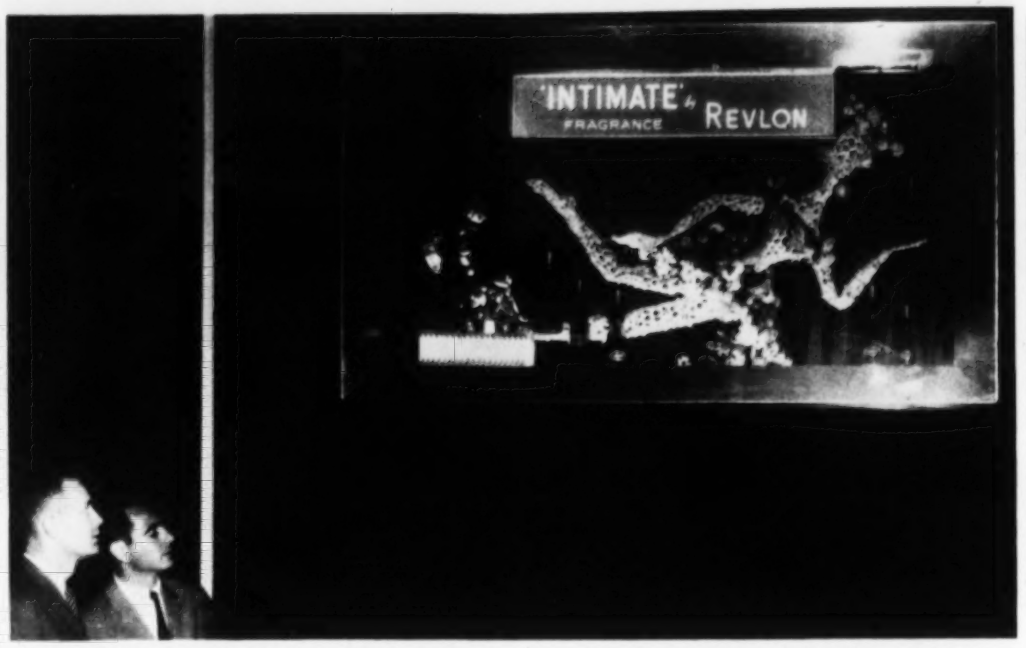
The survey indicated that club members want more informative, educational meetings dealing with advertising "success" and "how to" stories. Members voted overwhelmingly for "down-to-earth, practical, meaty subjects." They want fewer sales pitches designed to sell personalities or media, fewer campaign kick-offs and fewer subjects unrelated to advertising. #

Trade Union Courier Denies Contempt Charges

The publishers of Trade Union Courier Publishing Corp., Philadelphia, a self-styled "labor paper," have pleaded not guilty to charges that they were in criminal contempt of a federal court order prohibiting them from representing their paper as an official publication of the AFL-CIO. Chief Judge John Biggs has set Sept. 21 for hearing of arguments on a defense motion to dismiss the criminal contempt charges brought by the Federal Trade Commission. The government had accused the paper of violating a cease and desist order issued by the court on June 12, 1956.

'Hair-Do' Goes Quarterly

Dell Publishing Co., New York, which has published *Your Hair-Do* as a semi-annual, will publish the magazine as a quarterly starting Jan. 5. The quarterly, to be called *Hair-Do*, will have a guarantee of 400,000 and will retain its cover price of 35¢. Rates will be based on $2,800 per b&w page.



PIONEER—*Revlon Inc. was the first advertiser to use Billings Advertising Co.'s new "mobile ad" medium for showing miniature spectaculars in airline and bus terminals throughout the country. Examining the first unit approvingly are Josh Billings (left), president of Billings Advertising, and Harvey Newman, assistant display manager of Revlon Inc. This unit is in New York City.*

Rotation Showings of Miniature Spectaculars in Terminals Offered by Billings Advertising

PHILADELPHIA, Sept. 10—Arrangements for showing portable miniature spectaculars at airline and bus terminals throughout the country are being offered by Billings Advertising Co., transportation ad organization, as a new advertising medium.

The program centers on spectaculars built to a standard specification—3½' high, 6' wide, 1' deep—and set into aluminum frames supplied by Billings. Each of these units is equipped for simple installation at any one of thousands of spots which Billings has rented on a long-term basis in more than 100 airports and 100 bus terminals.

■ The purpose of the portability, according to Josh Billings, president of Billings, is to enable advertisers to show expensive spectacular units in many markets without spending money on separate units for each market. Any one unit, he explains, can be shown in one market, then moved on to another at relatively little cost.

The program calls for a minimum of ten spectaculars by any one advertiser. These are programmed for showings on varying durations in the markets the advertiser wants to reach. One unit, for example, might be slated for a six-month showing in Chicago, four subsequent months in St. Louis, then one month each in Peoria and South Bend.

■ The rate card for this program shows monthly "circulation" figures for each airline and bus terminal building involved in the program. In each building, showing spots are classed as "100% locations" for the most preferred positioning, "75% locations" for second preference spots and "50% locations" for third choices. The 50% locations generally cost about half as much as the 100% spots while the 75% locations cost roughly 75% of what the 100% positions cost.

An example is the airline terminal in San Diego. The 1958 monthly "circulation" there, says Billings' rate card, was 1,290,964. A month's showing in a top spot there costs $116.70; a second choice spot for a month costs $87.50, while a third choice spot costs $58.35.

■ Almost all the locations in all terminals are such that the bottom edges of the spectaculars will be about 6½' above the floor level. All have standard positioning of electrical outlets for lighting and movement in the spectaculars. Billings has made arrangements at all buildings for a man to install the units (a five-minute job), dismount them and ship them on, all according to the schedule selected by the advertiser.

Among the first advertisers to use the medium are Revlon and Chanel Inc., both of whom are using space in the East Side airline terminal building in New York City.

Billings Co., which has a patent pending on the whole "mobile ad" idea, has offices at 1714 Chestnut St., Philadelphia 3. #

Fleet-Wing Boosts Menke

Albert F. Menke has been appointed merchandising manager of Fleet-Wing Corp., Cleveland. Mr. Menke joined the company in 1939 as a general salesman. He later served as automotive sales manager of Sohio-Fleetwing and most recently was division manager in several Fleet-Wing sales divisions, mostly in the Cleveland division.

Lewellyn Joins Dayton Rubber

William W. Lewellyn has been named merchandising manager of Dayton Rubber Co.'s foam division. Mr. Lewellyn formerly was with Firestone Tire & Rubber Co.

JOHN M. ANDERSON, *for the past three years director of advertising and promotion, also has been named executive director of the Tea Council of the U.S.A., New York. In the latter position he succeeds G. L. Brandt, who resigned because of ill health six months ago.*

Leo Burnett Transfers Katz

Pete Katz has been transferred to the New York office of Leo Burnett Co., where he will serve as program production manager. Mr. Katz, formerly in the Chicago office, joined the agency in 1957 to produce and direct the "Wednesday Night Fights" and later became a broadcast supervisor.

Nielsen Names Nugent, Traum

Lewis C. Nugent and Paul E. Traum have been appointed vps of A. C. Nielsen Co., Chicago. Mr. Nugent has been with the company since 1937, and Mr. Traum has been with Nielsen since 1951.

HELP US KEEP THE THINGS WORTH KEEPING

A child's world is an enchanting, lovely place sheltered from care by loving parents and lasting peace. And that's the way we want to keep it. But keeping the peace takes more than just wanting. Peace costs money.

Money for strength to keep the peace. Money for science and education to help make peace lasting. And money saved by individuals to help keep our economy strong.

Your Savings Bonds, as a direct investment in your country, make you a Partner in strengthening America's Peace Power.

The Bonds you buy will earn good interest for you. But the most important thing they earn is peace. They help us keep the things worth keeping.

Think it over. Are you buying as many as you *might*?

HELP STRENGTHEN AMERICA'S PEACE POWER

BUY U.S. SAVINGS BONDS

The U.S. Government does not pay for this advertising. The Treasury Department thanks The Advertising Council and this magazine for their patriotic donation.

TURN OF THE TIDE

Some check tides with an almanac. But not ad men. If you want to reverse an *ebb* in a hurry—either in teen-age consumer goods or farm products, talk to your Future Farmer representative. All-male, all-farm readership with high personal income of $1,139.99. Age bracket is 14 to 21.

THE NATIONAL Future Farmer

Remember . . . it's easier to sell a boy than to unsell a man!

OWNED AND PUBLISHED BY THE FUTURE FARMERS OF AMERICA
BOX 29, ALEXANDRIA, VIRGINIA • PHONE ROCKWELL 8-1212

all the news for business decisions

SMALL DIESELS AND BIG FISH

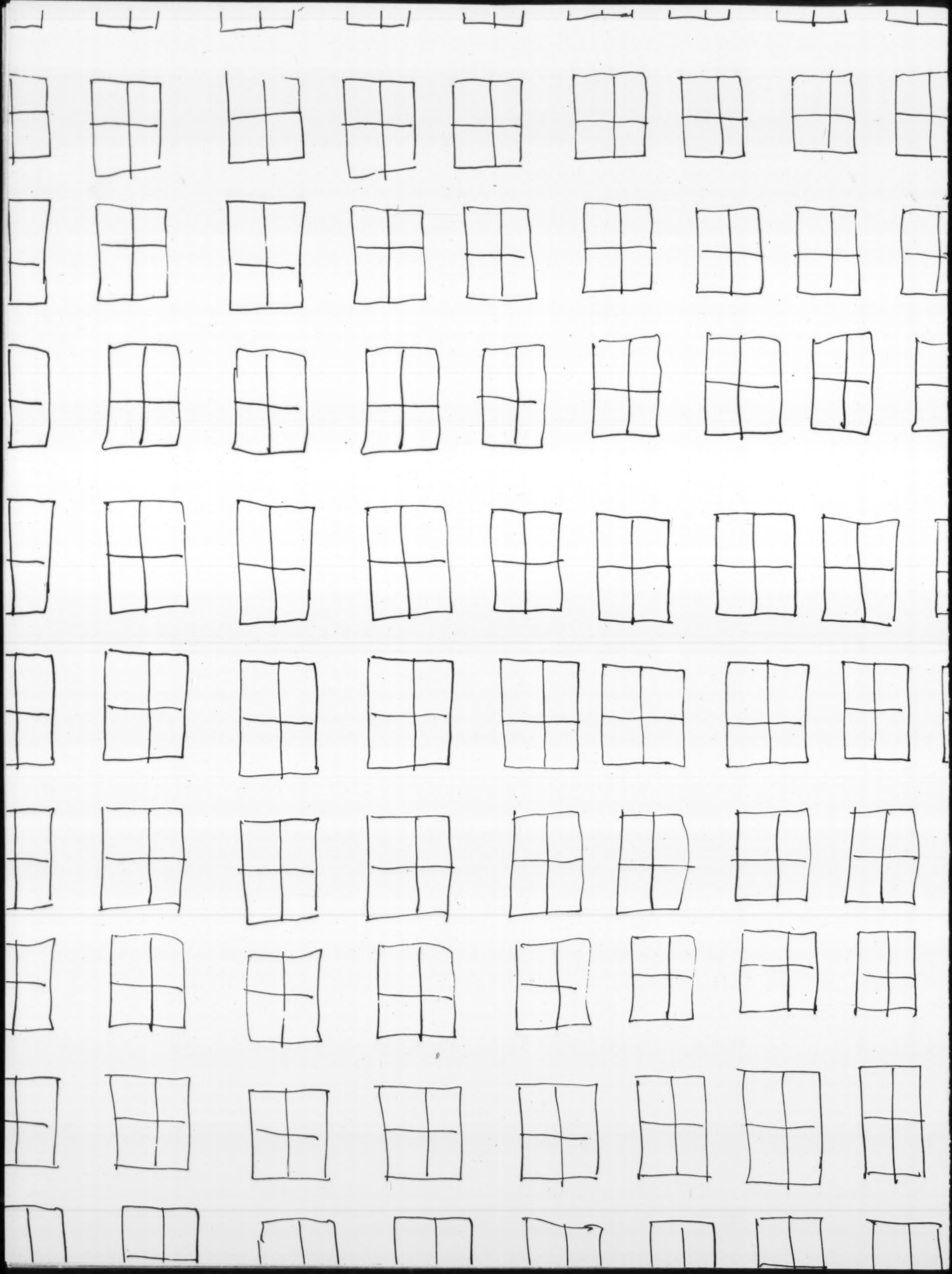
From the pages of Business Week . . . American Marc, Inc. makes small, light engines for jobs that diesels have never done before . . . a salmon paradise on Newfoundland's Gander River attracts angling-minded executives . . . Rome may soon replace Paris as the fashion capital of the world . . . Wall Street says the bull market is correcting itself . . .

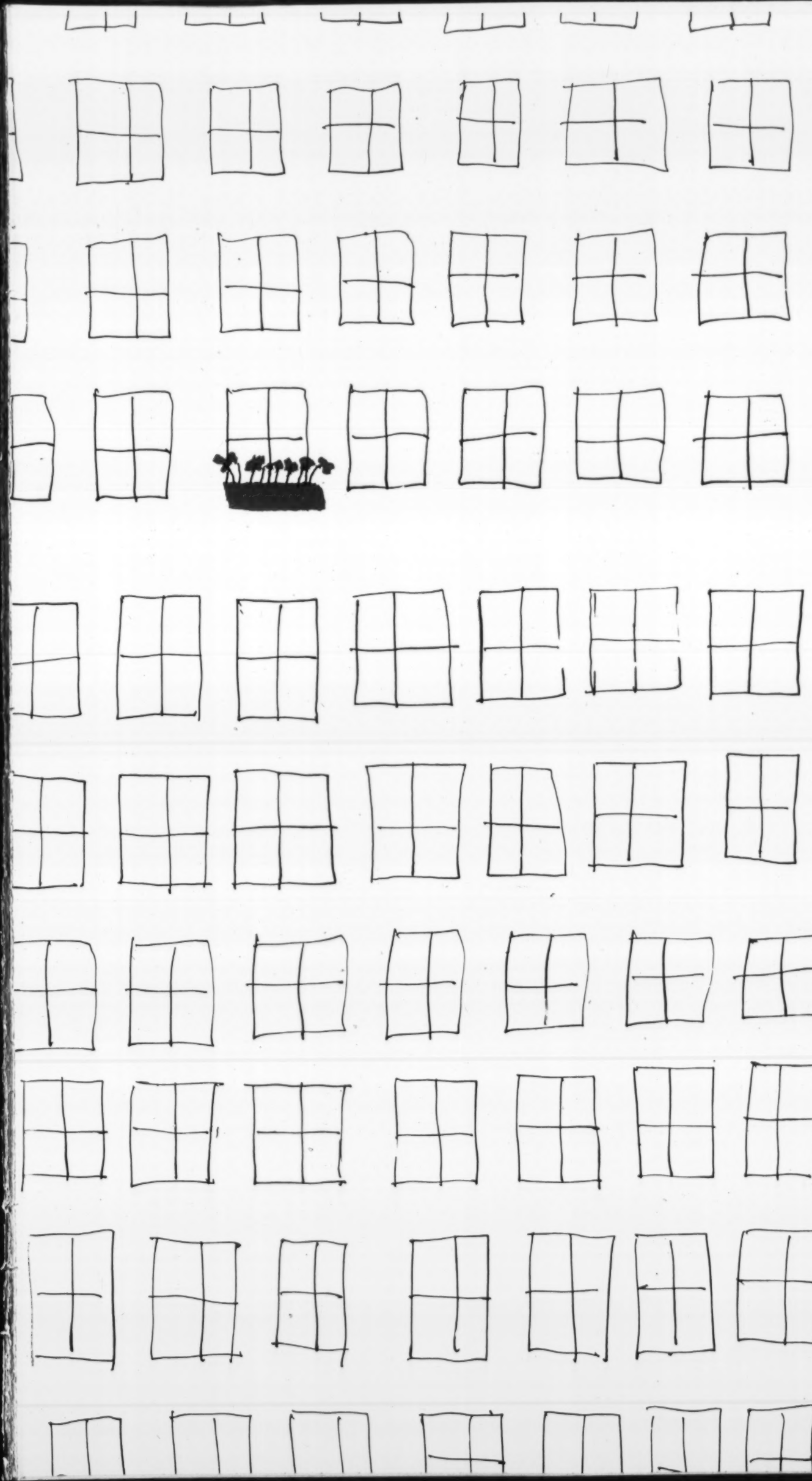
News events like these are probably reported by hundreds of periodicals the world over. But only Business Week takes a second look for the exclusive benefit of executives. Business Week interprets the meaning of these events—and reports effects they might have on business decisions. This is Business Week's unique service to management. Its keen, analytical business reporting sets it apart from all other publications. It is useful to executives as no other periodical can hope to be. This is why Business Week has a higher concentration of management readership than any other publication in the world.

Subscriptions to Business Week are solicited and accepted only from management men in business and industry. Company and position must be indicated on all subscription orders.

BUSINESS WEEK

A McGRAW HILL MAGAZINE





Not many American Home readers live in apartments, but it's easy to spot the few who do. They have the handsomest, homiest apartments in town. Like all 12,000,000 men and women who read American Home (94% live in houses) they have a consuming interest in the place they call home. That's the only reason they read American Home. That's where they get their decorating ideas, their cooking ideas, their building and remodeling ideas, their buying ideas. They look to American Home for exciting, down-to-earth advice and suggestions they can use right now.

AMERICAN
HOME

A Curtis Magazine read by 3,600,000 families with a consuming interest in the home

THEY LOVE US IN MEMPHIS!

by
Bert Ferguson
Exec. Vice-President,
WDIA

It's *still* true, "Nothing Succeeds Like Success!" You just can't argue with a proven formula—or a sure winner!

That's why, when it comes to selling the Memphis Negro Market, NOTHING SUCCEEDS LIKE WDIA!

Let the facts speak for themselves: 40% of the Memphis Market is Negro! And, as we've proved for scores of advertisers—you can sell the Memphis Negro buyer only with WDIA!

That's why, no matter what your budget for the Memphis Market . . . no matter what other media you're using . . . a big part of every advertising dollar must go to WDIA! Otherwise, you're actually missing 40% of America's 10th largest wholesale market!

IN A CLASS BY ITSELF!

When it comes to selling the Memphis Negro buyer, WDIA is a powerful advertising force! Here are several big reasons why:

America's only 50,000 watt Negro Radio Station—only 50,000 watt station in the area—WDIA-Memphis was the first radio station in the country to program exclusively to Negroes. WDIA now reaches one-and-a-quarter-million Negroes—the largest market of its kind in the entire country!

And, think of it! WDIA—and WDIA alone—can put this big market right in the palm of your hand! Negro newspaper and magazine readership is low. Television ownership is limited. When it comes to radio, the Memphis Negro listens first and foremost to WDIA!

In fact, through a unique combination of personal appeal and high-powered salesmanship, WDIA's all-Negro entertainment staff virtually monopolizes the Memphis Negro's loyal listenership!

What's more, by a continuing program of active public service and civic leadership, WDIA has become a vital part of its listeners' daily lives. These outstanding public service activities have earned WDIA the title—"50,000 Watts of Goodwill."

It all adds up to this: MORE THAN JUST A RADIO STATION—WDIA IS A POWERFUL ADVERTISING FORCE IN THE MEMPHIS MARKET!

Sales Responsive Audience!

Yes, "Goodwill" pays off—in a big way! WDIA's sales responsive audience spends an average of 80% of its income on consumer goods! That income has totaled up to an overwhelming $616,294,100 per year. And, before the Memphis Negro buys, he listens—to WDIA!

To cite just a few examples of their terrific purchasing power: Last year Negroes in the Memphis market bought 45.1% of the hand lotion and cream sold in Memphis . . . 44.4% of the mayonnaise . . . 40% of the margarine . . . 38.7% of the peanut butter . . . and 57.5% of the laxatives.

Only WDIA can induce this concentrated, high volume Negro market to buy more goods, in specific brands. Proof? WDIA consistently carries more national advertisers than any other radio station in Memphis! To name just a few: RALSTON CEREALS . . . CAMEL CIGARETTES . . . FOLGER'S COFFEE . . . NATIONAL BISCUIT COMPANY . . . PROCTOR & GAMBLE . . . GODCHAUX SUGAR . . . ESSO . . . CHEVROLET.

Why don't you drop us a line today. Let us prove to you: There's clear selling ahead in the Memphis Negro Market—when you're on WDIA!

Top Rated by All Audience Surveys for Ten Years!

WDIA IS REPRESENTED NATIONALLY BY THE BOLLING COMPANY

EGMONT SONDERLING,
President

ARCHIE S. GRINALDS, JR.,
Sales Manager

International Swimming Pool Dips Into Effort to Sell All-Weather Plunge

Consumer Ads for New $1,600 Shelter Top Set for Dailies in October

WHITE PLAINS, Sept. 8—Shortly after public relations man Dave Lawsbn came to work here last year for International Swimming Pool Corp., he received a cryptic communication from the company's board chairman, Don Pruess.

The communication was in the form of a newspaper clipping showing a picture of three NBC-TV luminaries—Dave Garroway, Steve Allen and Jack Paar. Scrawled across the clipping were the words, "On all three."

Mr. Lawson, puzzled, called Mr. Pruess and asked, "What do you mean, 'On all three'?" Mr. Pruess, a salesman from the old fire-eating school, snapped back: "I mean just that. I want publicity breaks for Esther Williams swimming pools on all three of these shows."

Mr. Lawson gulped, "Oh."

■ This assignment, Mr. Lawson soon discovered, is rather typical of the power merchandising mounted by International to presell the Esther Williams pools. The company never cracked the Garroway or Paar shows, but Steve Allen's third show of 1959 was built completely around an Esther Williams pool, thanks to the efforts of Mr. Lawson and his boss, Richard Wall.

This publicity break did not sit too well with one paying sponsor, Greyhound, but co-sponsor Hazel Bishop thought the show was a fine selling vehicle for its lipsticks (AA, Jan. 26). In addition to the pool, the Allen show, of course, featured International's glamorous president, Esther Williams, whose name is now the brand leader in the packaged swimming pool market.

■ International Swimming Pool Corp. is a franchise operation. It currently has 1,500 franchised distributors in the U. S. (and is always looking for more). These distributors buy the pool from International and assemble, sell and install it locally. The pool itself is shipped to them in pieces from widely scattered points. Pool skins, diving board and other components come from three plants in Puerto Rico; redwood is sent from Fields Landing, Cal.; pumps and other parts come from two plants in New Jersey.

Put all the pieces together and you have an Esther Williams pool. The pools come in several sizes and types. Retail prices start at $3,000 and can go as high as $10,000 for a flagstone-equipped unit.

International claims to have revolutionized the private swimming pool market by introducing a packaged brand-name unit. Formerly, when a home owner wanted to install a pool, he went to see a local contractor, who showed him a catalog of parts and prices—it was virtually a custom-built operation. Now it's like buying a can of coffee at the supermarket. The Esther Williams pools are fully-equipped, right down to a pennant the owner flies to let the neighbors know they are welcome.

■ Some 60,000 swimming pools will be installed in the U. S. this year—about 40,000 of them for home owners. International, which grossed about $12,000,000 last year, expects to hit a volume of $15,000,000 this year through the sale of some 6,000 units to distributors.

The swimming pool business has always been a seasonal affair—except in sunny California, which has nearly half of the swimming pools in the country. But International hopes to alter the pattern this year when it introduces its $1,600 solar roof, a piece of extra equipment that will enable a pool owner to swim all year 'round. Consumer advertising for the solar roof will break in 150 newspapers next October.

To generate its volume International spends about $2,000,000 on advertising and promotion. Only $400,000 of this budget goes through the company's agency, Doyle Dane Bernbach Inc. (International's third agency in the past two years). The Doyle Dane expenditure is for national advertising in magazines, newspapers and radio.

■ These national ads serve as a lure to which International attaches a long string of promotional supports. Dick Wall, exec vp, heads up a communications division which is one of the largest operations of its kind for a company of this size.

This division, organized last October, encompasses advertising, sales promotion, public relations, copy, art, production and promotional services departments. The company has facilities here to photograph, bind and print in color much of its own materials. Two A. B. Dick offset presses run 30,000 impressions a day. A battery of 16 IBM autotype machines process 700 letters a day. In the first six months of this year the company's postage bill averaged $4,500 per month.

■ Much of this output is fed to distributors in a continuous well-calculated effort to keep a fire burning underneath them. If you are an Esther Williams distributor, you may count on hearing from White Plains two or three times a week—letters, records, telegrams, brochures and booklets all reminding you of the national advertising, publicity breaks and contest tie-ins at work for you. Michael Berry, sales promotion manager, sends distributors advance copies of ads scheduled for magazines; then, a week before the magazine hits newsstands, he sends a letter reminding distributors to pick up their copies.

■ The distributors are made to feel that a Madison Ave. juggernaut is behind them. Announcing a new promotion, White Plains told distributors, "Powerful publicity will thrust into every home in your market." Another time distributors were told about "depth saturation programs for maximum publicity."

When *Industrial Design* ran a four-page story, distributors were advised that their product is being featured in "the bible of the architectural and design industry—reaching the people who influence the trend of American home styling." And distributors all over the country were regaled with the story of the "mammoth press party" held last Jan. 15, when International chauffered several hundred editors to NBC's color studios in New York, wined, dined and danced them and gave each a bottle of champagne as a farewell present.

■ Early this year, heralding the forthcoming advertising and publicity program, International screamed at its distributors: "This dynamic power packed program is designed to create a lethal sales pattern . . . This is only the beginning . . . As new promotions are developed, when articles are scheduled, or when advertisements are placed, you'll hear about it first."

Over the July 4 weekend International took a saturation buy of NBC's "Monitor." Distributors were sent tie-in suggestions and told: "Get ready for them! Schedule your own spot commercials morning, noon and night throughout the weekend. Run special 'Monitor' newspaper ads the entire week up to July 4. Set up a 24-hour telephone answering service! And then blast impulse buyers into action with this special newspaper ad!"

■ And so it goes. There is a special promotional program running every month of the year, and the communications division thinks nothing of putting into the mail tonight a promotional idea conceived this morning.

Peter Gorman, who was formerly international ad manager of Carrier Corp., points out that International maintains its own production facilities not to save money but *time*.

And Dick Wall, who was ad manager of New York Wire Cloth Co. before coming here in 1957, says: "If I knew then what I know now I could have laid out the entire year's ad program in one day and taken the rest of the year off."

In short, the pace here in suburban White Plains is fast. It is no rest home for the overtired Madison Ave. executive. The communications division personnel may not have far to travel to work, but they do put in long hours—night and weekend stints are not uncommon.

■ Within the division, the work is carried on amid a fair amount of good-natured dead-pan needling of one another. A favorite expression around here is "cranked up." If someone has a good idea, "he's all cranked up." If a good idea is needed, it has to be "cranked up."

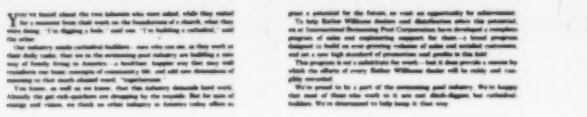
The operation takes much of its tenor from Don Pruess, who is the majority stockholder of International. Mr. Pruess was formerly a top sales executive with Eversharp and International Latex; Dick Wall relates a story about him to illustrate his character.

Messrs. Wall and Pruess were on their way to Chicago for a sales trip. As their plane was ready to leave New York, the passengers were informed that some minor repairs had to be made. They were told that the repairs would only take 10 minutes and that meanwhile they could remain aboard and relax—even smoke if they wanted to.

■ Mr. Wall settled back with a cigaret—but not Mr. Pruess. He went around the plane introducing himself, "I'm Don Pruess, chairman of International Swimming Pool Corp." Mr. Wall reports that before the plane took off Mr. Pruess knew everyone on the plane and what line of business each was in.

"He's really cranked up," Mr. Wall says admiringly. #

WANTED: MEN TO HELP BUILD A CATHEDRAL!



INTERNATIONAL SWIMMING POOL CORPORATION

NO DITCH DIGGERS HERE—*Trying to separate itself from certain segments of the swimming pool industry, International appeals for new franchised distributors with this copy theme, the ad pointing out: "We're proud to be a part of the swimming pool industry. We're happy that most of those who work in it are not ditch diggers, but cathedral builders."*

Lawson Wall Gorman Berry

NATURAL HABITAT—*Dave Lawson, pr director; Dick Wall, exec vp in charge of communications division; Pete Gorman, ad manager, and Mike Berry, sales promotion manager, sample the product they are selling.*

Young TV Names Tilden

Young Television Corp., station representative, has appointed Ed Tilden, formerly with Daren F. McGavren Co., an account executive in its Chicago office. Young TV also has been named to represent WNTA-TV, Newark, in all markets except New York, where the station will continue to use NTA Spot Sales.

'True' Issues Newsletter

True has issued a new service for the alcoholic beverage industry, "The Profit Register," a bimonthly, four-page newsletter for package store retailers. John M. Morahan, alcoholic beverage editor and financial writer for the *New York Herald Tribune*, will write and edit the newsletter for *True*.

Demonstrated at the 1959 Chicago IASI Show— JPN Leadership and Progress

During the Chicago NSPA and MEWA conventions which "gave birth" to A.S.I.A. and during the outstanding and highly successful IASI Show on Navy Pier, Jobber Product News reflected its continued leadership and progress in the automotive jobber publishing field.

Below are highlighted some of the reason why JPN's continued "pace-making pattern" at these all-important industry events added up to—"The greatest business paper publishing 'show package' ever put on, not only at an IASI Show, but at other trade shows in any industry in the country". Such acclaim is from men in positions to know and make such an appraisal.

History-Making "Extra" Editorial Coverage Before and After IASI Show

Each issue carried the usual month's coverage of jobber news plus the vital easy-to-read jobber product news. In addition—outstanding JPN exclusive features—such as:

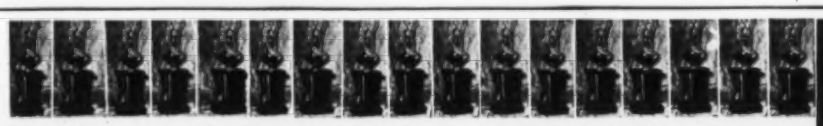
History of the International Automotive Service Industries Show; — NSPA's 46-Year Growth;—MEWA's Many Corrective Modern-Day Member Services;—The History of MEMA; — State Jobber Associations and the National Merger; — NSPA-MEWA Merger Universally Acclaimed; — Meet the Co-Executive Secretaries of A.S.I.A.;—JPN Published Daily During IASI Show;—"Greatest Show in Automotive History," IASIS Exhibitors Agree; — First Prize Winners in JPN IASI Show Exhibitor Awards;—Classifications in 3 Divisions; — 17 Given Honorable Mention; — Honorable Mention Winners at IASI Show in the JPN Exhibitor Award Competition; — With the Manufacturers and Jobbers at the IASI Show in Chicago.

These are but a few of the many extra features published in the February and March 1959 JPN issues. Hundreds of inquiries have been processed by JPN's Reader Service Department for several thousand extra copies of these two issues—as a result of these specific JPN exclusive editorial features.

3 JPN Show Daily Issues

The birth of A.S.I.A., was followed by the birth of JPN's Show Daily now a permanent fixture at all future IASI Shows. Jam-packed with "news reports" plus hundreds of pictures for which over 1,500 people posed. Over 35,000 copies of the three issues went like "hot cakes" and several hundred letters poured into publishing offices after the Show—all adding up to—"We like the Show Daily". At 7 A.M. each of the first three mornings copies were placed on each floor and in lobbies of five key Loop hotels. Remainder distributed by three "Show Daily" models at Show Hall Entrance. Bigger and better plans already are formulated for the JPN Show Daily for 1960 IASI Show with its easy-to-read newspaper format.

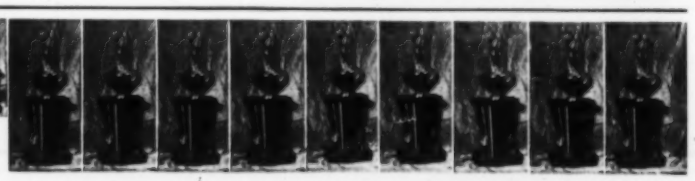
Models Distribute Show Daily



26 "Best of Show" JPN Exhibitor Trophies—Another Show First

The success of the JPN Exhibitor Trophy Competition at the 1959 IASI Show assures these Exhibitor Awards as another permanent fixture at the IASI Shows. All exhibitors had equal opportunity. Competition was among groups according to size of booth and three classifications within each group. There were 9 first place winners and 17 honorable mention winners. Bigger and better plans on these awards for 1960 already formulated.

Busy industry leaders, but unselfish with time and interest for industry good, judged the exhibits individually. Then they met at a breakfast meeting for verbal discussion. Result—9 first place winners and 17 honorable mentions. To the right, the judges left to right: Ham Cochran, Ed Lee, Ralph James, Warren Porter, John Reynolds, Ira Saks, Orrie Thompson.



7 Industry Leaders Judge Exhibit Booths

New Professional JPN Show Exhibit Booth

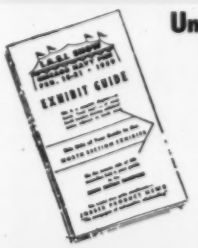
At the Chicago IASI Show the new Stanley Publishing Company trade Show booth was unveiled. Expensive but a good investment. Professionally designed. Attention-getting. Booth flexibility provided for future adopting of many variations. An integral part of the booth display was a montage of tear sheets of current JPN advertisers.

Free shoe shines at the JPN booth and the Show Daily resulted in "beehive-of-activity" at the JPN booth. Besides providing the free shoe shine service, show visitors took advantage of the opportunity to rest their weary feet. Jobbers, distributors, manufacturers' agents, and manufacturing officials from all over the country and from "abroad" dropped in—for their shine and a visit. Over 25,000 cards were mailed before the show—plus numerous announcements in JPN—extending free shoe shine invitations to the entire industry.

Thousands of extra copies of Jobber Product News, the Show Daily, Transportation Supply News and Fleet Product News were taken by show visitors at the JPN Exhibit booth.

Free Shoe Shines

Unique Accordion-fold Exhibit Guide



Another IASI Show first by JPN. All exhibit space on two sides of an accordion fold listing exhibitors' names adjacent to booth area. As visitors walked up and down the aisles, they had a chronological show booth reference for practical use.

These unique exhibit guides were distributed from several places—(1) from the NSPA registration desk at the Sherman Hotel, (2) at the MEWA registration desk at the Conrad Hilton, (3) at the show registration desks at Navy Pier, and (4) from the JPN booth at the show. Over fifteen thousand copies of this exhibit guide were distributed. Hundreds of show visitors stopped at the JPN booth to compliment JPN for the exceedingly fine show service.

12 Working JPN Staff Men at IASI Show

Working at the IASI Show, top row, left to right: E. G. Stanley; W. S. Wade; C. B. Dietrich; A. L. H. Darragh; C. L. Haskins; R. D. Bischoff; Bottom Row, M. Middlesworth; J. W. Merritt; N. R. Mager; H. Walsh; B. Wettstein; J. F. Cozier.

Easels in Exhibitors' Booths

While this is not a new publisher show idea, it represented the first time JPN had provided easels for its advertisers. And, there were a number of things radically different about JPN's effort. The yellow background of the easels with black lettering certainly was attention-getting. But, more important than that was the newspaper format size—the big page size—which gave JPN's easels even bigger impact and more prominence compared to any other publisher's easels on display. Each exhibitor-JPN advertiser was supplied with two of these easels. In each case, attractive red arrows were pasted adjacent to the advertisements for special emphasis to the show visitors at the particular manufacturer's booth.

The Program Above Will be Repeated With Additions at the 1960 IASI Show

Jobber Product News & Jobber News

A STANLEY PUBLICATION

431 S. Dearborn Street, Chicago 5, Illinois • Telephone WAbash 2-0636

Write for 1960 Show Daily Details

Write today for complete details on the three big JPN Show Daily issues planned for the New York IASI Show. Also data on special aspects of JPN, February and March, 1960, monthly issues. Details on JPN Directory & Buyers Guide, 1960, also available to be published January, 1960.

Use Reader-Service Card Ref. JPN 7405.

The Stanley Publishing Company Publications—Jobber Product News; Transportation Supply News; Fleet Product News; Transportation Business Gift News; Jobber Product News Show Daily; Jobber Product News Directory & Buyers' Guide; Fleet Directory & TSN Buyers' Guide

Use Reader-Service Card Ref. JPN 7405

'Save,' Coupon-Packed Quarterly, Set to Reach 25,000,000 Next Spring

Initial Distribution Boosted Because of Test Run's Success

NEW YORK, Sept. 8—*Save*, quarterly, digest-size, merchandising magazine, which specializes in coupon and contest advertising (AA, March 30), has completed its testing, and will launch its first regular issue in April, 1960.

Plans call for the spring issue to be distributed nationally to 25,000,000 families in seven Nielsen regions—2,000,000 in New England, 6,000,000 in the Middle Atlantic states, 5,000,000 in the east central region, 2,000,000 in the Southeast, 2,000,000 in the Southwest, 4,000,000 in the west central area, and 4,000,000 on the Pacific Coast.

Originally, plans called for the spring issue to be distributed to 10,000,000 families in New England, the Middle Atlantic states and the west central area. These plans were changed Aug. 31, because of (1) the success of test runs, and (2) advertisers' desire to go ahead on a broader basis, *Save's* management reported.

It also was found that advertisers were more interested in *Save* as a merchandising magazine specializing in coupon and contest advertising on a quarterly basis than as a bi-monthly. The latter was considered too frequent to enable most companies to prepare and handle coupon promotions adequately. Moreover, advance budget planning was frequently involved, it was found.

■ *Save* is owned by Rapid-American Corp., which also owns Rapid Electrotype Co.; American Paper Specialty Co.; American Merchandising Co., a catalog mail order house; American Art Works Co., metal signs manufacturer; and a majority interest in Butler Bros., Chicago variety store operator.

Hy Bernstein, vp and general manager of *Save*, told ADVERTISING AGE that in the test made by the magazine in June, 83,000 copies were mailed free to prime shopping families in Fort Wayne, Muncie and Richmond, Ind.

■ *Save* carried coupons from six manufacturers: Bristol-Myers Co.; Lever Bros.; Personal Products Corp.; Pillsbury Co.; Procter & Gamble; RCA Records, and *Reader's Digest*. The coupons were redeemable at the check-out counters of supermarkets and drug stores.

Mr. Bernstein said that coupon redemptions during the four weeks of June ran as high as 35% on several of the products featured in *Save*. While he declined to release names, he said that of the 40,000 magazines delivered in Fort Wayne, actual coupon redemptions, as reported by one chain—Rogers Market—were as follows: Product A (a soap), 5,184; Product B (a dentifrice), 2,366; Product C (a hygienic item), 1,701; Product D (a grocery item), 2,872; Product E (a grocery item), 3,986; and Product F & G (both soap products by the same manufacturer), 8,319.

One of the participating advertisers, Mr. Bernstein said, reported as a result of *Save's* merchandising program in the Muncie-Richmond territory, the increased distribution of his product in Muncie from 57% to 83% of the estimated market potential, and in Richmond from 30% to 76%.

■ National and local chain stores in the three test cities tied in with *Save's* newspaper advertising and point-of-purchase merchandising programs. These included A&P, Kroger, Rogers, Marsh, and others.

Of the magazine's advertising budget in the test markets, Mr. Bernstein said, 40% was placed directly by *Save* with the newspapers, and 60% was spent for cooperative advertising with local stores at the national rate. Ads were run twice a week for two weeks.

In addition, Mr. Bernstein said, complete promotion kits were mailed to every important outlet. These included window banners, shelf talkers, ad blowups, mat sheets, and quick-fact bulletins. Moreover, three pieces of direct mail were used before and during the test period to keep store managers primed and to hammer home points about the advertisers' participation.

■ In the testing operations in Indiana, *Save* also ran a sweepstakes of its own. It offered merchandise prizes—an RCA Whirlpool washer, a Westinghouse refrigerator, and a variety of other products—to people who filled in an entry coupon published in the magazine, giving the name of the coupon or feature in *Save* which the contestant found most useful, and who completed in 25 words or less the statement: "The coupon or feature that I found most useful was . . . because . . . " Each entry had to be accompanied by a boxtop, label or cap from a product advertised in *Save*.

This contest, Mr. Bernstein said, brought in responses from more than 10% of *Save's* readers.

Another feature of the test was the use of recently developed IBM coupons which were bound into the magazine between the front cover and Page 1 and between the back cover and last page. In the Indiana tests these coupons were used by Procter & Gamble and Lever Bros., but neither company has released information on the return.

■ The usual magazine advertising rate formula does not apply to *Save*. There is no base rate of one b&w page, one time. All ads are four-color pages. Straight advertising, with a traditional cut-out coupon restricted to one column by 35 lines, positioned at the bottom right column of the page, costs from $7.35 per 1,000, or $14,700 for a distribution of 2,000,000, to $4 per 1,000, or $100,000 for 25,000,000 distribution.

The IBM tabulation card coupon, which is 2½x3¼" with promotional stub, four colors on the face side and two colors on the reverse, and which is punched for product identification, market identification areas, promotion dates and redemption values, at no additional charge, costs from $8.25 per $1,000, or $16,500 for 2,000,000 distribution, to $4.50 per 1,000, or $112,500 for 25,000,000 distribution. There are a variety of other rates for different types of coupon ads.

Save pays the regular 15% agency commission to recognized agencies.

■ Concerning its own agency, *Save* has none, but plans to select one this fall, Mr. Bernstein said. Last December it was reported to have switched its account from Sterling Advertising to Samuel Rivkin Co. (AA, Dec. 15, '58). This was not strictly true, Mr. Bernstein said. Each of these agencies, he explained, was used to do specific layouts, artwork, etc., but never operated on a contract basis as the advertising agency for *Save*.

Three questions that are frequently asked, Mr. Bernstein said, relate to redemptions, possible fraud and merchandising to the trade.

■ On redemptions, Mr. Bernstein said, "readers do not have to carry coupons home, tear off labels and boxtops, or mail in a letter to an anonymous post office box number to take advantage of money saving offers. Redemptions are a matter of simple exchange between the consumer and the retailer. Retailers then return coupons through normal channels and are reimbursed. *Save's* method," Mr. Bernstein said, "minimizes inconvenience for the housewife and makes use of established custom in the coupon redemption field."

■ About fraud, Mr. Bernstein said, the magazine's distribution is a major deterrent. "Bulk copies are never sent to retail stores for distribution. It is therefore impossible for any person to have access to a substantial number of coupons and products at the same time. Even during production of *Save*, special security guards see to it that no coupons are stolen from printing plants or depots. We believe possibilities of collusion and fraud are minimal, even with our proposed maximum circulation of 25,000,000."

■ On trade merchandising, Mr. Bernstein said, "we have developed a coordinated program for merchandising each issue not only to supermarkets and drug stores, but to all pertinent outlets for *Save*-advertised products. Moreover, *Save* advertises in leading business papers.

"Advertisers benefit because products and offers in the current issue of *Save* are listed in business paper ads. We also carry on a direct mail merchandising program to sell chain headquarters. We provide retailers with newspaper mats to promote the idea that they redeem *Save* coupons. We provide retailers with in-store banners, posters, window streamers and shelf talkers."

"In addition, we will carry on a publicity campaign on both the local and national level to make the trade and consumers aware of *Save's* sales impact."

■ Of course, a major problem in a publishing and coupon operation such as *Save's* is the mailing list. *Save* guarantees 98% delivery of every issue, and even guarantees postage on undelivered copies. Each advertiser receives proof of circulation, namely, a copy of the post office receipt and the billing for undelivered copies.

The magazine's mailing department, Mr. Bernstein said, worked more than a year before publication of the first test issue to build an occupant mailing list.

The magazine's list is subdivided into seven Nielsen areas to facilitate research, testing and split runs, Mr. Bernstein said. Moreover, many local lists are maintained by carrier routes for fast delivery.

■ How was the figure of 25,000,000 so-called select families determined?

"Statistics show," Mr. Bernstein said, "that there are 50,372,000 households in the U. S. About 20,000,000 of these include marginal and submarginal families earning less than $4,000 annually. Another 5,000,000 are members of the armed forces, employed overseas, or living in inaccessible areas, or just too wealthy to shop. Thus, there are 25,000,000 prime shopping families in the U. S., and because *Save* knows where they live, this is *Save's* audience." #

DOUBLE FOLDOUT—*This is the cover of the test issue of Save; the RCA Victor coupon ad, at left, folds out of the back cover, and the Reader's Digest reply card is part of a foldout unit, at right, part of the front cover.*

Save On These Fine Products—
Use Your $AVE MAGAZINE Coupons
More For Your Money
On Brands You Trust!
Recently you received the new SAVE Magazine. Along with helpful articles by well known personalities, SAVE contains cash-saving coupons for the products shown here. All are quality brands you know and trust. That's why the extra-value coupons are worth so much more to you!
Suggestion: Redeem these SAVE coupons now at your favorite store. You'll appreciate the savings on everyday needs.
Enter SAVE Contest
Be sure to read the simple details and see the rich prizes in SAVE Magazine's contest. So easy to enter. All you do is write a note to tell SAVE which advertisement or which article you found most useful to you. Check the quick facts now. You'll want to enter the contest.
Other Values Too!
In addition to the famous-brand value coupons for the products you see here, SAVE also offers you wonderful "buys" on best selling RCA Records, and on the highly popular Reader's Digest Condensed Books—exceptional values which the entire family can enjoy.
Yes, SAVE Magazine means Extra Savings for you! You'll surely want to take advantage of these savings. Do it today!
SAVE .08¢ on Oxydol. Bleaches as it washes. Contains color-safe oxygen bleach. The heavy-duty detergent for laundry purposes.
SAVE .08¢ on new Praise soap. You'll find Praise wakes up the sleeping beauty in your skin! A totally new kind of soap.
SAVE .08¢ on Ivory Liquid. Perfect for dishes, for fine fabrics. The mildness you expect from a detergent called Ivory.
IVORY
SAVE .08¢ on Pillsbury Deluxe Cake Mix. So rich. So moist. So quickly gone. Choice of your seven favorite flavors.
SAVE .18¢ on Ipana tooth paste. In new tube or new pressure can. Twice as effective against decay germs. Change to Ipana.
SAVE .10¢ on Good Luck margarine. The light margarine that has no oily after-taste! Look for the Good Luck brand.
GOOD LUCK MARGARINE
P.S. Use your SAVE Magazine value coupons to save cash on these quality products. Redeem your coupons at your favorite store . . . and don't miss the extra values on RCA Records and Reader's Digest Condensed Books. Let SAVE help you get more for your money!
SAVE .15¢ on new Modess Tampons—the Tampons you can trust even on the "first days". Be sure to ask for Modess Tampons!

MERCHANDISER—*This ad in the Fort Wayne News-Sentinel is one of the ads Save used in its test to promote its advertisers' coupons. Store advertising in the same issue also promoted the coupons.*

'Family Weekly' Expands

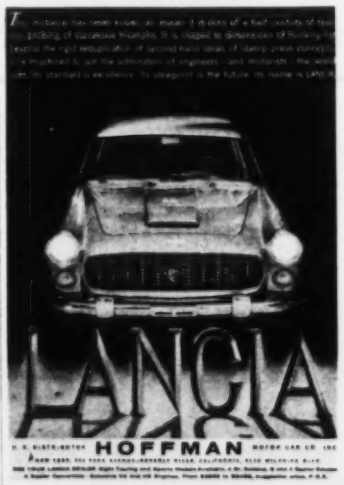
Family Weekly, newspaper supplement, has opened advertising sales offices at 235 Montgomery St., San Francisco, and at 3670 Wilshire Blvd., Los Angeles. Lee T. Weston will head the new operations and will headquarter in San Francisco. Mr. Weston will also continue to act as West Coast manager of *Farm Journal*.

Direct Mail Company Opens

Paul J. Bringe has opened his own company, Paul J. Bringe Inc., specializing in mail marketing services, with offices at 225 E. Michigan St., Milwaukee. Mr. Bringe had been sales and advertising manager of Milwaukee Dustless Brush Co. for the past 20 years.

'Camden Courier-Post' Sold

Southern New Jersey Newspapers, wholly owned subsidiary of Gannett Co., has purchased the *Camden Courier-Post*. Purchase price was $5,000,000, $1,400,000 of that paid in cash. Mrs. Harold A. Stretch, president-publisher of the *Courier-Post*, has retired.



EXCELLENCE—*National advertising for the Italian-made Lancia auto breaks this month in Holiday, Motor Trend, Newsweek, The New Yorker, Road & Track, Sports Cars Illustrated, Sports Illustrated, Sunset Magazine and Town & Country. Warwick & Legler, New York, is the agency for Hoffman Motor Car Co., the Lancia U.S. distributor*

Who REALLY *makes the headlines bloom in the booming* Chemical Industry?

See through the razzle-dazzle and you see it's the executive with the *technical* know-how: the CHEMICAL SPECIALIST

DURING the recent American Chemical Society meetings in Boston, the nation's newspapers and news broadcasts bristled with some of the heaviest coverage given a major industry since World War II. The sheer drama of chemistry's accomplishments shouldered aside, for once, the daily diet of crime, politics, sports, the cold war, the latest strikes.

Little wonder. Read some of the headlines for yourself:

Peril to Unborn Children Seen In Another Kind of Strontium

Synthetic Whiskey May End Hangovers; Chemists Call 'Instant Liquor' Also Possible

'HELL FIRE' TESTS URGED BY CHEMIST

These and scores of other dramatic news headlines proved the Boston meeting to be one of the most important scientific gatherings of many years. Yet these are only a few of the tremendous accomplishments that make *today's and tomorrow's* chemical industry the most universally vital industry in our modern economy.

Note how these headlines touch the lives, emotions, hopes and fears and homes and families, of every man, every wife, every child. Only a Death Valley hermit could escape their prodigious impact. *Today and tomorrow*, everything we buy, eat, use or wear would not be possible in their present form, without *Chemistry and Chemical Engineering* somewhere along the line.

But what is most important to you, who manufacture, advertise and sell to chemical organizations, is this:

The process Chemical Specialist is THE man you must sooner or later sell because, regardless of company title, he is the ONLY man who is technically, scientifically qualified to make decisions involving the specifying and buying of chemicals, instruments and equipment.

True, someone else in the company may sign your order or dig up the money to pay your invoice.

True, company operation may require a wide range of specialists in many lines—accounting, legal, electronics, materials handling, shipping, personnel, economics, finance, maintenance, sales, administration, marketing, advertising, and heaven only knows what-all.

BUT WHEN IT COMES TO ACTUALLY SELLING YOUR CHEMICALS, INSTRUMENTS AND PROCESS EQUIPMENT, THE CHEMICAL SPECIALIST, SINGLY OR GROUP-WISE, IS YOUR MAN.

What does he read while in a CHEMICAL frame of mind?

This Chemical Specialist, busy as he is, cannot be reached and sold through conventional advertising and selling channels.

Being a professional scientist, chemist or chemical engineer, whose job demands that he live and work in a scientific, *chemical* frame of mind, he reads (because he must) publications that keep him informed on what is going on in the technical world of chemistry day after day.

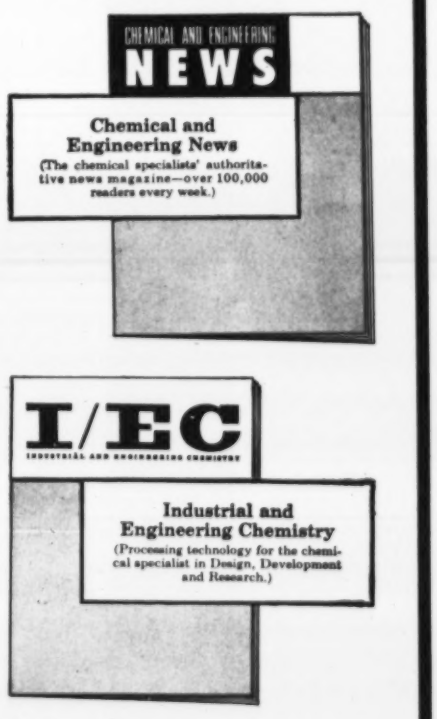
He reads CHEMICAL & ENGINEERING NEWS regularly every week because this is where he has to go for complete, timely, authoritative, accurate news of the chemical process industries, without which he would soon cease to keep professionally up to date.

He reads INDUSTRIAL & ENGINEERING CHEMISTRY because this area of Design, Development and Research is where the chemical industry makes up its mind on new chemicals, bulk chemicals, chemical equipment and instruments for use in process development, pilot plant, and commercial operation.

CHEMICAL & ENGINEERING NEWS reaches more chemical specialists (100,000) than any other publication in the world. Twice the circulation of any other publication serving the field. The basic, authoritative, accurate newsmagazine that covers all facets of the processing industries and the chemical profession. Its authority is its trademark. Its editorial staff, and the spontaneous resources of the American Chemical Society permit a job which no other publication can match. Its circulation is referred to as Management-In-Depth—president to production manager to research director to supervisor to chemist to chemical engineer—in short, the Chemical Specialist himself. This means that advertising in C/EN hits right across the board, into your primary and secondary purchasing areas. That's why advertisers spend more dollars in C/EN than in any other publication serving the chemical process industries.

INDUSTRIAL & ENGINEERING CHEMISTRY reaches the most important area of the chemical process industry: Design, Development and Research. It is here that new plants and processes are designed and existing ones improved. It is here that chemicals, equipment and instruments are picked for use in the full-scale plant. Your best chance to sell the chemical process industries is to reach and sell Chemical Specialists who function in Design, Development and Research. And 70% of I/EC's readers function in this area. Its editorial pages emphasize design and construction of new plants, equipment and processes and the improvement of existing ones. Every I/EC article goes through a rigid reviewing system—is checked by at least two leading authorities in the field for timeliness, value to the reader and accuracy. That's why leading reference manuals as well as many other technical magazines quote I/EC more than all other technical publications *combined*.

The manufacturer who really wants to reach and sell the heart-and-soul of the chemical industry *should go into these two publications first* with his advertising—no matter what other chemical publications may also be on his list. Without these two magazines, any list in this field is incomplete.


CHEMICAL AND ENGINEERING
NEWS
Chemical and Engineering News
(The chemical specialists' authoritative news magazine—over 100,000 readers every week.)
I/EC
INDUSTRIAL AND ENGINEERING CHEMISTRY
Industrial and Engineering Chemistry
(Processing technology for the chemical specialist in Design, Development and Research.)

PUBLISHED BY
The American Chemical Society,
1801 K St., N.W., Washington 6, D.C.

ADVERTISING MANAGEMENT
Reinhold Publishing Corp.,
430 Park Avenue, New York 22, N.Y.

☞ NOTE: CHEMICAL AND ENGINEERING NEWS' *10-minute presentation, telling the factual story of "Management in Depth" in the chemical industry, is now available. Also send for Mills Shepard's "Analysis of Advertising in Chemical and Engineering News"; the CPI "Market Target" series; and "Monday Morning in Pittsburgh", a dramatic story showing C&EN's depth-coverage in the Pittsburgh area. Phone or write:* A. STUART POWELL, *Reinhold Publishing Corporation, 430 Park Avenue, New York 22, New York, MUrray Hill 8-8600. Offices in Chicago, San Francisco, Los Angeles, Cleveland Seattle, Houston, Denver and Tulsa; phone numbers and addresses in local directories.*

☞ ☞ NEW OVERSEAS EDITION: INDUSTRIAL AND ENGINEERING CHEMISTRY *is now published in two editions: The domestic Edition, and a new International Edition published here and distributed abroad. Domestic black-and-white page rate is $395, International $250, combination $495. Send for complete new information on new marketing opportunities for American-made chemicals, equipment and instruments abroad. Phone or write* SCOTT LEONARD.

When you measure management men, remember,

it's quality of mind that counts

Rich man
~~Poor man~~
~~Beggar man~~
~~Thief~~
~~Doctor~~
Lawyer
Merchant chief

Playing "rich man, poor man, beggar man, thief" is a luxury most industrial advertising budgets can't afford. You must go directly to the heart of the market. And you must address yourself to the management men who can do something about your product or service.

You want your advertising to be right on the button. Fortune concentrates at the levels of middle and top management where sales are made and okayed.

That's why advertisers tell us that . . .

FORTUNE gets results.

Du Pont TV Show Must Build Attitude, Sell Too

(Continued from Page 3)

panies; that big companies hurt small business; that du Pont is owned by a few powerful individuals.

■ "This distrust and antagonism," some du Pont officials believe, "poses a serious threat to the future success of our company." One company official has said that this is "not a theoretical problem in which we face only some loss in popular favor." He added, foreseeing the possibility of political attacks, "... Failure to find a solution could mean the ultimate dissolution of our company."

Du Pont officials have been known to wince at the shafts aimed at the business world in some books, tv shows, Broadway plays and movies. These media, conceded one du Pont man, present "not always deliberate, malicious attacks on business," but they often characterize big corporations and the men who run them as "ruthless, self-centered and predatory." Never high in the popularity ratings of du Pont people were "Death of a Salesman" or "Patterns" or "Durable Fire" or "Man in the Gray Flannel Suit."

"So," the du Pont official went on, "the bigness problem is the current major target in our corporate advertising program. But whatever the problem, a corporate program like 'Show of the Month' is in a unique position to help."

Improving Score

WILMINGTON, DEL., Sept. 8—Du Pont, which is deeply interested in the public's attitude toward that company, has the following report—from an independent source—on the trend of those attitudes between 1937 and 1956. The score looks like this:

Year	Favorable	Unfavorable	No Opinion
1937	48	15	37
1941	65	6	29
1945	70	5	25
1949	73	6	21
1953	81	4	15
1956	79	3	18

Research Guides TV Use

Now, some problems arise in planning such corporate advertising: What do you say? Where do you say it? How should it be said?

"What do we say?

"We know from research studies why people dislike big business. We know the forces working against us. So we employ several themes. The themes are actually great strengths of the du Pont company and, at the same time, they combat the major antagonisms toward big business. They include (1) showing du Pont as a pioneer in the search for new knowledge and new products to meet human needs; (2) showing that it makes high quality products at reasonable cost to bring better living to everyone; (3) showing that it has a strong sense of responsibility as a good citizen in all areas in which it operates; (4) showing that it is owned by people in all walks of life whose invested savings help make progress possible; (5) showing that it is not a monopoly and, in fact, faces competition in every field and (6) showing that it contributes to the economic health of the nation by creating new jobs and new business opportunities."

■ Mr. Crowley outlines "where" du Pont tells its corporate story:

He said television, for du Pont's purposes, is "the most effective and efficient advertising medium."

"It's true that many shows represent a sizable investment," he said. "But they also provide an extremely economical way of reaching the public. For example, to reach 1,000,000 people with one minute of commercial time on 'Show of the Month' costs a little more than $1,300.

"In considering any tv program, we have several boundaries. Among them are cost, suitability, audience appeal and, last but not least, whether a show will earn prime evening time on a strong network.

"We want the broadest audience appeal possible—though we have never programmed just to get the highest rating possible. Our production is not a 'fad' production. Instead, we strive for programs with stature. When you have a serious message like ours to deliver, you can't do it most effectively between the innings of a baseball game or the rounds of a prize fight.

■ "We know from research and past experience that a serious message is most effectively carried by a serious program. Every reputable study shows that the feeling of a program, in a great degree, determines commercial effectiveness. A variety show would not be appropriate. Such a program creates a mood which is not compatible with our messages or objectives."

Du Pont, he went on, declines:

• News shows—too short (not conducive to good sponsor identification nor the registering of a complicated message).

• Documentaries—compatible with du Pont's corporate objectives but low in popular appeal (also, "one of the most expensive types of programs").

• Interviews—unsuitable because they "offer a sponsor little or no control of who is interviewed or what is said."

• Drama, on the other hand, shapes up as the best bet because it "has the stature, the prestige factor, the mass appeal and the impact value."

■ And why a 90-minute show?

Because "stories of stature and scope can be presented in that length that would be impossible—or sharply abbreviated—in shorter time slots."

Because a 90-minute program "dominates the evening."

Because "people like 90-minute shows."

Because the cost per commercial minute is "low for a good show." (We "average 27% more commercial time per viewer per month than our weekly half-hour 'Du Pont Theater'.")

Because 90-minute shows can deliver "tremendous" audiences.

The biggest average audience for du Pont's "Cavalcade of America" program on radio—which was heard from 1935 through March, 1953, at a cost to the advertiser of $16,467,400—was about 8,000,000 persons. The half-hour "Du Pont Theater" on tv reaches about 13,500,000 persons. "Show of the Month" is seen by more than 35,000,000.

■ After learning the size of audience, du Pont wants to know about audience reaction. This is judged via research, fan mail, professional reviews, personal comments and the personal convictions of its own ad people.

Du Pont, which was hesitant to broadcast "Bridge of San Luis Rey" because, as its producer said later, it was "too egghead," and because it dealt with illegitimacy and suicide, nevertheless went ahead with the project because of the affirmative convictions of Robert L. Foreman, exec vp of its agency, Batten, Barton, Durstine & Osborn, and of David Susskind, its somewhat controversial producer.

The result was, as post-show research indicated, that "Bridge" was "the first most-talked-about television show in the country during the week of the telecast."

Sponsor Unworried by Susskind TV Views

WILMINGTON, DEL., Sept. 8—David Susskind, producer of the "Du Pont Show of the Month," is a voluble foe of present programming on television. Sample quotes on the subject:

"Rampant mediocrity and embarrassing conformity," "puerile pap and soporific slop" and "a rising river of rubbish."

Urging sponsors not to be completely neutral or innocuous in selecting their tv material, he said, "Let the sponsor who wants to be perfectly safe run his advertising in *The Saturday Evening Post* or in the newspapers."

■ The reaction to all this from Du Pont's advertising department? "Susskind produces good shows for us. What he does on the side is his own business." #

Other successes on "Show" have been "Harvey," "Junior Miss" and "Wuthering Heights." "Crescendo" was only "fair," in du Pont's opinion.

"We haven't found any instance where a reviewer has been unfavorable toward 'Show' as a series," said Mr. Crowley. "Obviously, we've been blistered by individual reviewers on individual shows—but the series has received nothing but praise."

■ Commercials on "Show" have attracted fan mail. When the program first went on the air, about 12% of all mail remarked on the commercials. About 15% of the reviews of the first two offerings mentioned the commercials. Last season, an average of 8% of all critical reviews praised the selling messages.

Du Pont regularly uses four research methods to study commercial performance. These studies supply data on seven performance factors:

• Number of tv homes with sets tuned in during the commercial.

• Number of "verified" viewers exposed to the commercial (the number which could view the commercial).

• Number of people who actually saw the commercial.

• Number of people who remember the commercial after having seen it.

• Number of viewers who learn all or part of the commercial message.

• Cost per commercial net per 1,000 verified viewers.

• Attitude change—the effect of "Show" on the public's attitude toward du Pont.

■ A major study, conducted over a period of eight months, was made by du Pont to ascertain results of the last factor above. The study compared the attitudes of verified viewers as against the attitudes of non-viewers. It studied reactions to such statements as "Du Pont makes products of high quality at reasonable cost to bring better living to everyone"; "Du Pont is not a monopoly, but faces competition in every field"; "Du Pont works with and helps small business in meeting consumer needs."

"It is interesting to note," said Hugh Horning, of the du Pont tv advertising section, "that the amount of differences in favorable response between viewers and non-viewers is related to the number of commercials devoted to each statement. The characteristics mentioned in the statements on which attitude changed the most were those which got more attention in the commercials."

■ Mr. Horning said du Pont drew three general conclusions from the study: (1) "Show" had measurable favorable effects on the changing patterns of public attitudes; (2) these effects were greater in some areas of opinion than in others; (3) attitude changes were related to the emphasis placed on the themes of its corporate advertising.

Du Pont has been spending $1,000,000 or more annually on all advertising, at least since 1925. But its promotion budget did not grow spectacularly until the postwar period, beginning in 1945.

Back in 1935, du Pont spent $2,106,000. By 1945, the budget had gone up to $4,583,000. But by 1951, du Pont was spending $10,000,000, and the following year it was putting out $13,500,000. Four years later, in 1956, the total reached $23,500,000. This year the company anticipates expenditures will "go over $31,000,000."

■ The "experience of the company," du Pont said in 1951, "confirms the modern business view that advertising is one of the most efficient means available to promote large-volume sales in minimum time and at minimum cost. It is believed that this practice will continue to be well rewarded." Du Pont still thinks the same way.

Copy, 1804 Style

Du Pont first began advertising in October, 1804, when a brief, all-text insertion appeared in the *Philadelphia Gazette & Daily Advertiser*.

Early du Pont advertising was a success. As witness the testimony of the founder of the company, Eleuthere Irenee du Pont (in a letter to his New Orleans agent): "... From the good effect we have had of this measure in Philadelphia (the gun-powder ad), where our sales have nearly already been doubled by it, we have no doubt that it will, with the reduction in prices, promote the extension of your sales."

Du Pont's advertising story for 100 years was confined almost exclusively to promoting black powder. Ads ran in newspapers, handbills, wall hangers (for retail display) and on office stationery (for sporting powder dealers). One early all-text ad, in rhyme, sang the praises of Eagle powder. It ended this way:

Du Pont's best Eagle, matchless for its power,
Strong, swift and fatal as the bird it bore.
Like Jove's dread thunderbolts it with us went,
To pour destruction wheresoever sent.

■ Du Pont's first organized promotional venture came in 1905, when rapid settlement of the U.S. had already diminished the nation's wild game population. In addition, widespread enactment of game laws then forecast a greater diminution of sporting powder sales. So du Pont that year set aside $74,000 for an advertising campaign to promote trap shooting.

The company's explosives were serving industrial needs by 1910, and du Pont began to think about developing farm uses for its powders. About the same time, it started making pyroxylin-coated fabrics.

These developments combined to bring about a reorganization of the advertising department, which was then bracketed in the sales department. The ad department was then turning out booklets, blotters, catalogs, pamphlets, display advertising in magazines, direct mail pieces and ad novelties. These last included playing cards, pipes, memo books and the like.

■ Du Pont advertising grew up between 1919 and 1939, when the company's manufacturing range expanded to include rayon and cellophane, photographic film and industrial alcohol, ammonia and seed disinfectants, chemical specialties and titanium pigments—and nylon.

Today du Pont turns out something like 1,200 product lines (it makes more than 100 varieties of cellophane). How many individual products are encompassed in 1,200 product lines is a moot point. Du Pont handles perhaps 8% of all U.S. chemical and allied products business.

About 5% of its total sales of $1.8 billion are made directly to consumers. The other 95% of sales are to other businesses, which use the materials for further conversion or as ingredients in other products.

About half of du Pont's current sales are in products unknown 25 years ago, and introduced commercially since then.

Not all of the company's 1,200 product lines are advertised. But enough products are promoted to require the preparation of 90 or more separate advertising budgets. Each budget is passed on by the du Pont executive committee.

■ Handling the advertising at du Pont are 245 persons. These ad department people are grouped

Du Pont Watches Ad Costs; Eschews Production Work

WILMINGTON, DEL., Sept. 9—In April, 1958, ADVERTISING AGE reported du Pont was "investigating advertising production costs, reportedly with the idea of transferring production from its agencies to its own ad department" here.

E. J. Pechin, assistant director of the advertising department, said today, "We don't want to take on this job at du Pont; our agencies are set up for this; we merely want to keep costs on as efficient a basis as we can."

He said du Pont is giving "a closer scrutiny to the elements of the many ads produced." But, he said, the process "works both ways—at the agencies and at du Pont." He called the procedure "a police action," in which the company was "watching the traffic go by and keeping it in line."

BIRTH ANNOUNCEMENT—*With this ad in the New York Herald Tribune Oct. 30, 1938, du Pont announced a "new word and a new material," nylon.*

"Time dijo"

"Time dijo"

Benson has...Betancourt is...Brandt will...

Executives and officials throughout Latin America have an urgent need for full, up-to-date international news reports ... with emphasis on U. S. activities and personalities.

Week after week, to fill the need, they read TIME. So when Latin American leaders get together to talk about the world events that might affect their plans, they frequently start with the words "TIME dijo"—"TIME said".

TIME LATIN AMERICA

The most talked about magazine in Latin America

TIME Latin America is published weekly in English. It consists of the editorial content of the U.S. Edition plus additional Latin American news and advertising directed to its special audience.

into domestic and export advertising, exhibits and visual aids, motion picture distribution, administration, accounting, office management and personnel.

Head of the department is Frederic A. C. Wardenburg, director. The assistant director is Edward J. Pechin. Under these two executives are seven division managers, a personnel manager, an art adviser and a technical adviser.

These executives supervise the work of 17 advertising managers and 44 advertising assistants, 17 artists and designers, 10 motion picture and exhibit employes, 25 or more accounting people and 85 or more office management, personnel, stenographic and clerical employes.

In addition, Messrs. Wardenburg and Pechin work with three advertising agencies: N. W. Ayer & Son; Batten, Barton, Durstine & Osborn and Charles L. Rumrill Co.

■ Mr. Wardenburg joined du Pont as an engineer in 1928. In 1934 he transferred to London, England; after three years he returned to Wilmington as head of the foreign exchange section of the treasurer's department. Later he was named manager of the banking and foreign exchange section.

F. Wardenburg

The war years provided a change of pace. Mr. Wardenburg became assistant treasurer of the Remington Arms subsidiary, and later he joined the atomic energy program which du Pont undertook for the government.

He became manager of du Pont's European office in London in 1945 and three years later he returned to the U.S. as sales director of the pigments department. Early in 1957 he succeeded Wallace E. Gordon as advertising department director.

■ Mr. Pechin, who has been with du Pont since 1936, has spent all his time in advertising and sales. But before joining the company he worked in the industrial engineering field.

Edward Pechin

At du Pont, Mr. Pechin started in the exhibits section of the ad department. Then he became, successively, assistant ad manager in the industrial division of the plastics department; plastics ad manager; and assistant director of sales. In 1950 he was named manager of plastic sales.

Two years later he returned to the ad department as assistant division manager of general company advertising. He put in a stint as a division manager of product advertising; then, in 1957, he was appointed assistant director of the ad department.

■ One of the department's growing preoccupations is experimental research in advertising and marketing—just as the company itself is hip-deep in chemical and production research.

Last fall, at the annual conference of the Advertising Research Foundation, Mr. Wardenburg said it was du Pont's belief that "the approach to problems of advertising research must be long-range; we must resolutely face the fact that at the present time there are few truly adequate methods of advertising research. It is our responsibility as advertisers to develop them. Therefore, at du Pont, we have instituted a long-range program of methods development."

Then he told, in general terms, of the methods and goals of du Pont's explorations in motivation research, pre-testing and post-testing of ad campaigns, and advertising impact. What du Pont is seeking, ultimately, he indicated, is a scientific yardstick for setting up an advertising budget—so that du Pont advertising will bring the most sales and the most profits.

■ Right now du Pont is busy in research on the "gross effect on sales of a year's advertising expenditures in a set of trading areas." The company has come up with some guidance on optimum ad budgets for products, but so far it has little to show in the area of allocation of budgets. As one researcher wryly commented, "A skilled ad manager could probably do better."

Du Pont, which can be expected to invest more than $220,000,000 in advertising between now and 1965—an average of almost $31,500,000 annually—is sharply research-minded about all phases of budgeting. It has studied control of advertising costs, and forecasting expenditures; it uses the task force method in arriving at appropriations. (This involves, in part, setting up a definite market objective, based on a complete study of the market and its potentialities, and of determining the kinds and the amount of advertising necessary to achieve the objective.) It knows with some exactitude just how much inflation has shrunk the du Pont advertising dollar in every year since 1946.

Something of the philosophy of du Pont advertising—at least its product advertising—has been summed up by Mr. Pechin in this comment:

"Advertising is an integral part of selling . . . Selling costs are determined by the market, production capacity and competition. It is of little importance what the relation to total sales may be as long as the total selling cost—including advertising—is low enough in relation to other costs to give the customer good value for the price he pays, to give the shareholder a reasonable profit upon the money he risks, and to properly plow back for future business.

"Advertising should be used in proportion to its ability to do the selling job. The determination of that ability is a constant responsibility of top management, advertising management and sales management."

■ The philosophy also includes convictions about what advertising can and cannot be expected to do.

Advertising, du Pont believes, cannot be expected to help sell an inadequate product indefinitely; to help sell an over-priced product indefinitely; to help sell a product that does not have proper distribution; to sell a product out of season; to help sell people who are not inherently prospects; it cannot work overnight; it cannot do the job alone.

On the other hand, advertising can help develop markets; increase the effectiveness of personal selling; reduce sales costs and selling time; produce sales leads and establish and protect prestige; improve customer relations and create faster product acceptance.

■ It could be, as one observer put it, that du Pont favors better things for better living through chemistry—and advertising. ≠

New Wares Stimulate

"An excellent stimulant for the economy is a massive dose of a useful, new product . . . Du Pont has contributed an impressive number of these market stimulators. One example: commercial aerosols, based on du Pont's 'Freon' propellants, moved from $0 sales in 1945 to $400,000,000 last year (1957) . . . Du Pont maintains 17 sales service laboratories to help customers develop new products, and find new uses for du Pont products."
—Better Living Magazine, July-August, '58

FRAIDY CAT—*This du Pont ad will appear in the September issue of Mademoiselle and the October issue of Vogue.*

ADVERTISING DEPARTMENT – E. I. DU PONT DE NEMOURS & COMPANY

DIRECTOR — F. A. C. WARDENBURG
ASSISTANT DIRECTOR — E. J. PECHIN
TECHNICAL ADVISER — F. W. MILLER

DIVISION MANAGER — S. J. CARAHER
Accounting: H. S. Redmile
Motion Pictures: A. H. Livingston
Office Mgr. & Procurement: L. T. Alexander

DIVISION MANAGER—R. M. DeGRAFF
Advertising Research: M. A. McNiven
Design Adviser: D. Mortellito
Design & Exhibits: H. L. Hessler
Exhibit Construction:
W. H. Uffelman, C. W. Skeen
Exhibit Design: J. R. Peters
General & Industrial Design: L. A. Ringle
Graphic Arts Design: E. G. DeMartin
Visual Aids Design: W. F. Butler
Photo Products Dept.: P. P. Porter, Jr.

DIVISION MANAGER—F. L. DEWEY
Export Advertising: J. Hernandez
Translation Service: J. Mozos
International Department
Textile Fibers Department Counselors
Women's Wear & Home Furnishings:
D. L. Hague
Men's Wear, Industrial &
General: G. S. Garey
Film Department: H. L. Taylor

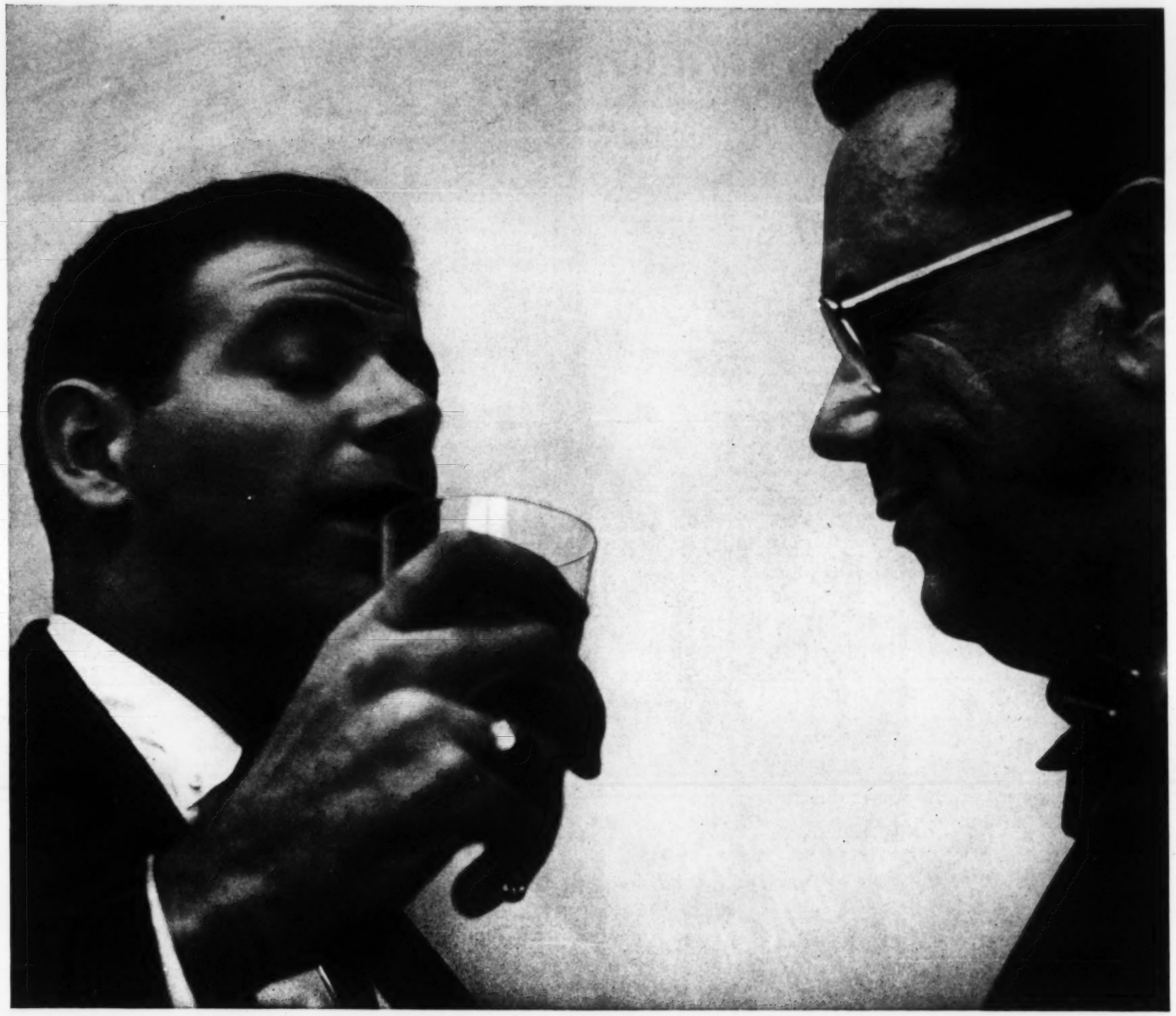
DIV. MANAGER—W. H. EASTON, JR.
Polychemicals Department
Plastics Marketing Sections: J. E. Sly
Plastics Sales Section: J. S. Taylor
Industrial & Biochemicals Department
Zerone - Zerex: W. W. Carty

PERSONNEL MANAGER — E. M. CARLETON

DIVISION MANAGER — P. HAM
Du Pont Magazine: L. S. White
Electrochemicals Department: J. S. Swajeski
Explosives Department: E. L. Thayer
Industrial & Biochemicals Department
Biochemicals & Nitrogen Prods.: J. B. Dewey
Industrial Chemicals: R. F. Lynch Jr.
Pigments Department: R. F. Lynch Jr.

DIVISION MANAGER — G. M. MILLER
Corporate Advertising Television: C. E. Crowley
Employe Relations Dept. & Hotel Du Pont: J. S. Hukill
Print Media: J. S. Hukill
Fabrics & Finishes Department
Fabrics Division: N. A. Lynn
Finishes Division, Advertising Group Manager: L. M. Davis
Automotive & Household Specialties: J. P. Swan
Industrial Sales & Refinish Sales: S. C. Wicks Jr.
Trade Sales: G. W. Ware

DIVISION MANAGER — V. L. SIMPSON
Elastomer Chemicals Dept.: C. K. Johnson
Organic Chemicals Department
Dyes & Chemicals: R. C. Sickler
Freon Products: D. C. McSorley
Petroleum Chemicals: A. L. Delin



HE SLEPT WITH HIS HEAD BETWEEN BOOK ENDS

At least that was the rumor.

A self-admitted intellectual, he didn't like football, baseball, kids, dogs or television and when he said "Advertising" he made it sound like a four-letter word.

"You trick the public," he said, "by playing on their emotions. Why don't you be honest and let the facts speak for themselves."

"But feelings *are* facts," we cried, "human facts Pride, confidence, pleasure . . . they're as real as concrete and steel."

He smiled as if he were listening to an idiot child.

"Why did you buy the suit you're wearing?" we asked. "Did you study the threads? Did you analyze the padding? Or did you buy it because you thought it made you look better?

"If life was reduced to cold logic we'd all wear uniforms, dine on pills, live in cell blocks and drive in the same basic cars like an army of undistinguished beetles."

The beetle bit got him. He tried to interrupt, but we kept right on.

"When you concentrate on physical reality alone, it's like looking at a pretty girl through one of those glasses that magnifies the pores. Divorce emotion from reason and you're only half living and any ad that does the same is half alive too."

Maybe it was cocktail talk, but it stemmed from a philosophy we believe in at McCann-Erickson called *The Personal Approach*. In fact, we believe in it so deeply we've invested more than two million dollars in the study of better ways to communicate with people.

P.S. Our friend lost his temper, which goes to show that even an intellectual has feelings.

McCANN-ERICKSON, INC. • THE PERSONAL APPROACH

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

New Joint Selling Organization Should Aid Sales Efforts of All, Worthington Contends

To the Editor: The points were very well made in your Aug. 24 editorial, "A New Selling Try." The joint selling organization of five major newspapers should and will intensify efforts of all sellers of newspaper space to do a better, and within the scope of their activities, a more creative selling job.

One fact not fully understood by many people is that the newspaper representatives are not a group apart but work as directly for their newspapers as any staff or regional office salesman does for his individual paper. The newspaper representative is just as devoted to his newspapers as a lawyer with several different clients. Whether a newspaper is represented by a "direct" or "joint" selling organization or by a so-called representative firm, the salesmen do exactly the same job, see the same advertising buyers, and frequently do a more effective job because they are not compensated through commissions unless they get the business.

The very basic crux of the matter is or should be the results achieved by any individual or organization selling advertising. And the salesman usually reflects the newspaper he represents. His job is well done when he properly interprets the market and helps the advertiser and agency in every possible way to achieve success in the medium he is representing.

As one of the newspaper selling organizations longest established in that business exclusively, our company not only welcomes better selling methods and organizations but is putting into effect plans and departmentalizing the work so that the newspapers we represent may be assured of the best possible sales coverage and results in the national advertising field.

D. J. Worthington,
Executive Vice-President, Cresmer & Woodward, Chicago.

'America Clinica' Also Has Latin American Split-Run

To the Editor: As I am very conscious of the complete coverage customarily given to any subject reported by Advertising Age, it was disappointing to find *America Clinica* omitted from the list of split-run Latin American publications published in your issue of Aug. 17.

Approximately 80,000 copies of *America Clinica* are delivered to Latin American physicians every month and, since 1953, advertisers have been able to purchase space in copies going to one or several of the 18 countries covered, to the exclusion of the rest. A separate edition of 31,000 copies is published for physicians in Spain.

George F. Zealand,
Publisher, *America Clinica*, New York.

• • •

'Newsweek' Editions Omitted

To the Editor: We greatly appreciated Advertising Age's story on advertising in international media because it underlined just how important these media are becoming on the world marketing scene. There was, however, one omission under your box of top international media—namely, *Newsweek European* and *Newsweek Pacific*.

According to the Rome Report, during the first six months of 1959 *Newsweek European* had advertising revenue of $402,000 and *Newsweek Pacific*, $268,000. *Newsweek International* ranked 2nd among all international media shown in the Rome Report for European and Pacific advertising pages.

Harry C. Thompson,
Director, International Editions, *Newsweek*, New York.

• • •

Was His Hippo Lifted?

To the Editor: While reading the Aug. 17 issue of Advertising Age [Voice of the Advertiser] I was somewhat taken aback to see an almost identical reproduction of my copyrighted Hippo drawing in an ad for Harry Sufferin's Store, Detroit, Mich. Enclosed is one of my prints, for comparison.

In December 1958 I sent out a number of these Hippos in the form of a self-promotion mailing piece. It proved to be very successful and I received many requests for unfolded copies. Because of this reaction, I designed a series of prints which are now on the market under the trade name of ANIMURALS and are distributed by Bragdon Leete Inc., Pilot Knob, N. Y.

The fact that my Hippo is still looking down from the walls of many art directors' offices some nine months after mailing is quite

flattering; but to see him come back from Detroit, mislabeled, but still hanging on to his own badly retouched and mutilated personality . . . . this is truly flattering.

Robert Leydenfrost,
New York.

• • •

'Judgement' Spelling Defended

To the Editor: I always enjoy the ["Creative Man's] Corner." Please keep up your good task.

Don't be too quick, however, to label as in error the spelling of "judgement," as in the issue of Aug. 10.

This usage is in perfect "tast," as any good dictionary will reveal. Though not the popular choice, it is, nevertheless, modernly sound and is being used every day by many of the finest writers of English prose.

Lewis U. Muenz,
Minneapolis.

• • •

Cmdr. Whitehead Is 'Amused'; Clarifies Nuzzled Wife Photo

To the Editor: I have just returned from a visit to England and I am amused by the correspondence concerning my wife's condition in the photograph in which we are shown pouring Schweppes behind each other's back.

I hasten to assure Mr. Ralph Bennett that my wife was not

Suddenly, there's a Schweppes-woman!

drunk, merely overcome by laughter at the whole ridiculous situation. Dick Avedon, who was taking these photographs, clicked the shutter before she had regained her composure and the more formal pose that formed the subject of the photograph that subsequently appeared in the daily press. But David Ogilvy and I agreed that the far less formal

Suddenly, there's a Schweppes-woman!

photograph, showing my wife overcome with mirth, was more fun and more appropriate for *The New Yorker* and *Sports Illustrated*, in which this photograph was printed.

I would like to thank Mr. Carl Hixon for springing to my wife's defense. His conjecture was not far from the truth.

Let's not take ourselves too seriously.

Cmdr. Edward Whitehead,
President, Schweppes (U.S.A.) Ltd., New York.

• • •

'Surprised and Chagrined' at United Aircraft Article

To the Editor: I have just finished reading—with surprise and chagrin—an article that appeared in your Aug. 10 issue and captioned, "United Aircraft hunts new agency." I quote: "In 1955, United Aircraft was involved in a controversial campaign in Europe. The company scheduled a series of six full-page ads in 25 newspapers in 17 cities, the insertions designed to build popular support for the North Atlantic Treaty Organization. The campaign was widely criticized and several papers refused to run the ads."

I wish to make the facts a matter of record.

This advertising was handled for United Aircraft by Lennen & Newell in cooperation with Irwin Vladimir & Co. As president of Irwin Vladimir & Co., I considered it a privilege and pleasure to work with Lennen & Newell on this campaign and I have in no way altered my opinion.

This campaign—instigated at the suggestion of the head of NATO and approved by our State Department—was warmly and

The ASHRAE JOURNAL penetrates to the very core of Air Conditioning, Heating, Refrigeration and Ventilation . . . assuring impactful contact with this vast sphere of business.

Written with authority, read with conviction, the ASHRAE JOURNAL is editorially angled to command attention and response from influential Society members. Here is vital circulation, 98% *engineers* . . . men who are responsible for the design and specification of countless components and complete installations.

Let the ASHRAE JOURNAL act as your wedge in getting a sizable slice of this Billion-Dollar market.
Write today for Circulation Breakdown and Rate Card.

AMERICAN SOCIETY OF HEATING, REFRIGERATING and AIR CONDITIONING ENGINEERS
Richard T. Biedler, Advertising Manager . . . 62 Worth Street, New York 13, New York • BA 7-6262

"Now I cover my key market from every angle"

"As an industrial sales executive, I'd like to personally call on about 7,000 different mass production plants. That's a bit ambitious—I'd have to make 27 calls a day, every working day of the year! So, I let *Production* do it for me."

The only magazine edited solely for *mass production*, *Production* gets the attentive eye of over 29,000 production engineers and production management men in the 7,000 major plants that make over *80% of all metalworking purchases*. These are the men who are being called upon more and more to turn a profit by tightening production efficiency. They're making the key decisions on what to buy, when to buy and how much to spend.

They depend on *Production* because it's *their* magazine . . . the only magazine that concentrates on their interests and problems. That's why *Production* goes to the men your salesmen see—and the men they'd *like* to see! Contact Bramson Publishing Company, Box 1, Birmingham, Michigan.

Concentrate your advertising in the only magazine that concentrates on mass production . . . America's largest industrial market.

PRODUCTION
MAGAZINE

widely praised in Europe.

Your statement, "The campaign was widely criticized in Europe and several papers refused to run the ads" is misleading and misrepresents the facts.

I have an intimate knowledge of this campaign—its objectives and results. I do not know your sources of information and am genuinely perplexed that you should print so arbitrary and conclusive a statement—a statement which fails to point out that the campaign was praised far more than it was criticized.

The facts are these:

I visited Europe in 1955 for the express purpose of personally supervising this campaign. I discussed each advertisement with editors and publishers prior to publication. Before the first ad appeared, I had personal interviews with, and read the copy to, a large number of prominent men whose opinion could be considered objective, authoritative and reasonably unbiased.

After the advertisements appeared, a spot-check was made in Germany to determine how well these advertisements were liked—or disliked—by newspaper readers. Another spot-check was made in other countries to sample editorial opinion.

It is a matter of record that the majority of people interviewed, were both pleased and impressed. It is also a matter of record that any criticism that this campaign received was inspired almost entirely by those elements of the population who would normally be expected to criticize any organization—publication—or advertising campaign—which supports NATO. It is a matter of record that the only newspapers that refused to run these advertisements were the communist-inspired newspapers with a consistent anti-NATO policy.

I sincerely hope this helps to place this international advertising campaign for United Aircraft in its proper context and perspective.

Irwin A. Vladimir,
Chairman of the Board, Gotham-Vladimir Advertising, New York.

The campaign was, as even Mr. Vladimir will admit, the subject of considerable controversy—and not all the papers which refused to accept it fit his description. Among the papers which refused to accept the 1955 NATO campaign of United Aircraft were Le Figaro, France-Soir and Paris-Presse, all anti-Communist and pro-NATO dailies in France.

• • •

Different Product, Same Words

To the Editor: We concur most wholeheartedly with Dick Neff's comments concerning the Seagram's ad advising the consumer to enjoy 7 Crown "Before you go—and again after you get there" (AA, July 13).

Surely there are enough hazards on today's roads without suggesting to the consumer, subliminally or otherwise, to further decrease the local population.

We were further struck by the wonderful practicality of words. Remember the copy quoted by Mr. Neff, "The pleasure you enjoy before you go—and again after you get there." In the same issue of your paper on Page 81 there appears a reproduction of an ad for Lever Bros. The headline, "Before you leave—and after you get there. . . ." Cheers for the long, cute arm of coincidence! Almost the precisely exact words . . . but oh, the difference in the product.

While on the subject of liquor and driving being incompatable, we would like to offer an additional suggestion to the National Safety Council. Since the cancer scare has put no apparent dent into cigaret sales, I don't suppose that the tobacco industry will resent too much the following slogan: "Tobacco and driving don't mix." How many cars we have seen swerve, stop, slow down, speed up, cross the white line, and do other erratic behavior patterns, while our compulsive American smoker has sought to either light or put out his cigaret.

Edwin R. Dickerman,
Dickerman Advertising Inc., New Hyde Park, N. Y.

• • •

Finds Grocery Story Meaty

To the Editor: The K-DUB Stations sales managers found a lot of meat in the Michael J. O'Connor "Grocery Trade" story on Page 59 of your Aug. 3 issue. And we'd like to see that our grocer advertisers get to read this excellent article.

Can you give me reprint costs of 100 copies?

Ray Huffer,
Promotion Manager, West Texas Television Network, Lubbock, Tex.

Shoe Shine Day in Lansing

To the Editor: You might be interested in a shining example of the speedy action inspired by a recent AD AGE article.

On Aug. 17, the writer was giving AA the usual Monday a.m. treatment, when he discovered a story on the Turtle Wax-Plastone Co.'s new Penny Shoe Shine.

A fast phone call to Jack E. Miller, Turtle Wax ad director, resulted in shipment of several cases of the product to Lansing, in time for a "Free Shoe Shine Day" on the WJIM Radio Silver Anniversary, Aug. 20.

A special shoe shine station was set up, attracting Lansingites by the hundreds. The boys really took a shine to this promotion.

Ned Ryan,
Publicity Director, Gross Telecasting Inc., Lansing, Mich.

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Take a 'Copy' Break?

To the Editor: I'm literally in the middle of reading the Aug. 17 issue of ADVERTISING AGE, and on page 46 find your reproduction of the Thermo-Fax Ad, "Take a coffee break."

Have I been away from my shorthand too long, or is the Gregg form for coffee written incorrectly? The way I read it back, the form stands for "copy"; in other words, the writer has used the form for "p" instead of the form for "f".

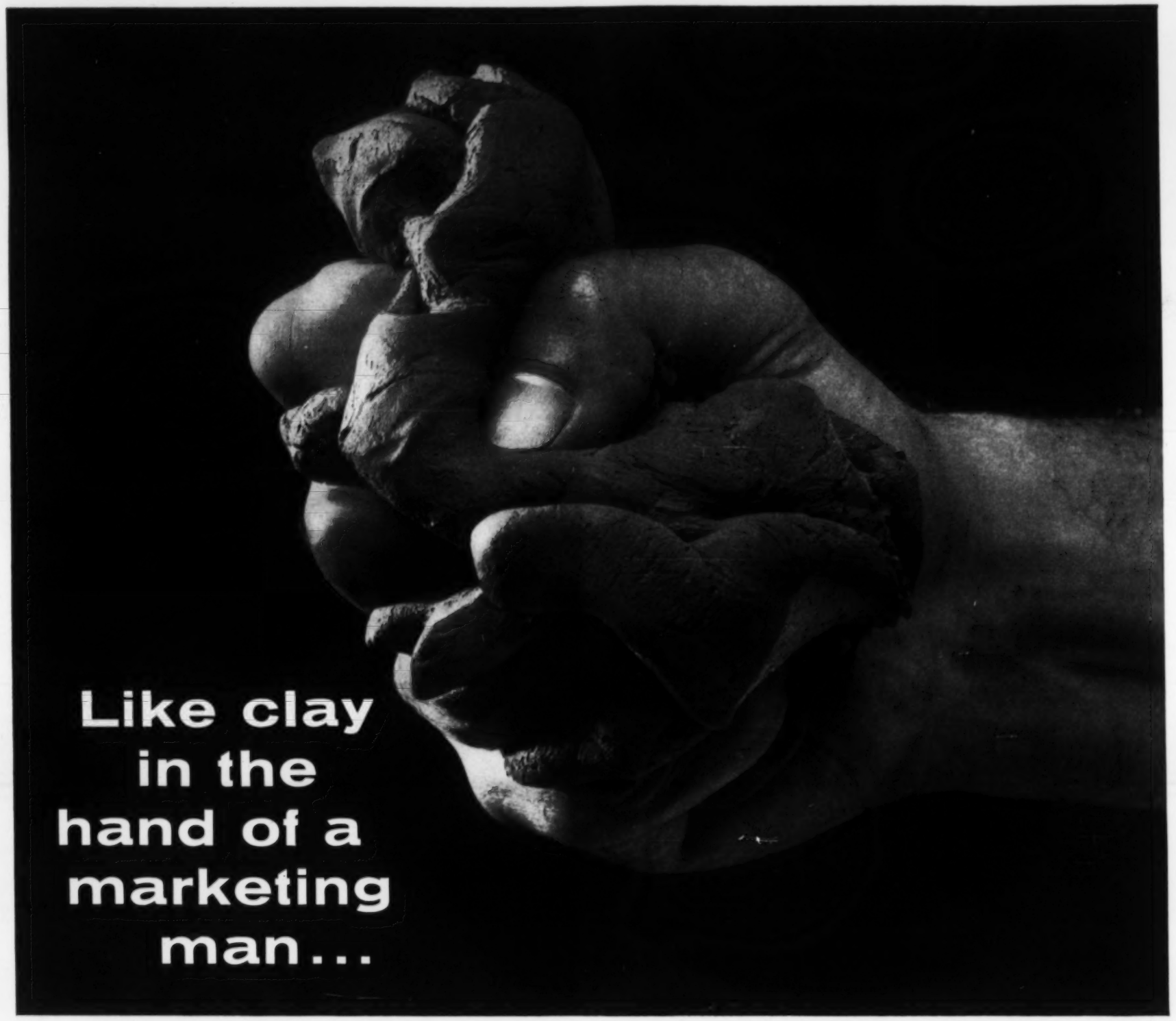
Elaine Nahman,
National Citizens Council for Better Schools, New York.

Ready to roar again . . . thanks to Air Express

Why wreck a sportscar's winning streak just because of a broken fuel pump? AIR EXPRESS hurries the factory-fresh part from manufacturer to race-track in a flash. Cost of this amazing door-to-door shipping service that assumes all responsibility? For instance, only $6.11 for 15 lbs., Detroit to Daytona (890 air-miles). Other rates similarly low. In whatever market you wish to win sales—'Frisco, Philly or anywhere between—it pays to . . . think FAST . . . think AIR EXPRESS first.

AIR EXPRESS

CALL AIR EXPRESS, DIVISION OF RAILWAY EXPRESS AGENCY · GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES



METRO SUNDAY COMICS

THE BIGGEST THING IN PRINT CAN BE BOUGHT TO MATCH YOUR SALES POTENTIAL.

You can mold your advertising coverage and message impact to match your sales potential in 42 major markets with 51 great newspapers. The Metro Sunday Comics Network lets you run your advertising in *any* combination of these newspapers — exactly *how* and *when* you wish. And you can do it with *unparalled economy* in a medium offering *unequalled readership!*

Metro's 42 major market areas account for 45% of the total U.S. sales! You may juggle dates and copy to accommodate distribution schedules, local sales messages, and dealer listings. Yes, Metro Sunday Comics offers the *one and only* nationwide marketing program that lets you deliver the right message to the right consumers at the right time.

Baltimore Sun • Boston Globe • Boston Herald • Buffalo Courier-Express • Chicago Sun-Times • Chicago Tribune • Cincinnati Enquirer • Cleveland Plain Dealer • Columbus Dispatch • Dallas News • Des Moines Register • Detroit Free Press • Detroit News • Houston Chronicle • Indianapolis Star Milwaukee Journal • Minneapolis Tribune • Muncie Star • New York Herald Tribune • New York News • Omaha World-Herald • Philadelphia Inquirer Pittsburgh Press • Providence Journal • St. Louis Post-Dispatch • St. Paul Pioneer Press • San Antonio Express • Syracuse Post-Standard • Washington Star • Honolulu Star-Bulletin (Sat.) • Newark News • Richmond Times-Dispatch • Rochester Democrat & Chronicle • Springfield Republican • Tucson Star Citizen • Wichita Eagle • Fresno Bee • Long Beach Independent-Press-Telegram • Los Angeles Times • Modesto Bee • Oakland Tribune • Phoenix Arizona Republic • Portland Oregon Journal • Sacramento Bee • Salt Lake Tribune • San Diego Union • San Francisco Chronicle • San Jose Mercury-News • Seattle Times • Spokane Spokesman-Review • Tacoma News Tribune

Over 19,000,000 Circulation

The most economical way to reach and sell the entire family

© 1959

METRO COMICS

METROPOLITAN SUNDAY NEWSPAPERS, INC.

260 Madison Avenue New York 16, N.Y. MUrray Hill 9-8200

CHICAGO • DETROIT • LOS ANGELES • SAN FRANCISCO

Feature Section

Advertising Age

Trademark Licensing in Up Trend

Bedell Discusses Curiosity Appeal

Agencies and Local Rate Problem

Armstrong Revisits 'Togetherness'

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Frank Talk About Copywriting as a Job . . .

There Are Six Types of Creative People, Each With a Predictable Fate in Advertising, Says Tyler

William D. Tyler was the lead-off speaker at the second annual Summer Workshop in Creativity in Advertising sponsored by Advertising Age. He made an extremely unusual talk, in which he discussed the six types of creative people who try to make a place for themselves in advertising, and the things that happen to them through the years. No one interested in the creative phases of advertising—least of all younger people who expect to make a career in the business—can afford to miss this thoughtful, lay-it-right-on-the-line discussion of the careers of advertising writers.

By William D. Tyler
Executive Vice-President, Benton & Bowles

This is going to be a sort of a presumptuous talk. What I would like to do is to pass on to you what little I have learned about this business in the hope that it might help you to be more creative.

But this is such a patronizing pursuit that I just haven't the nerve to stand here and pontificate, particularly since there are those among you who could give me cards and spades in this "Listen-my-children-and-you-shall-hear" department.

On the other hand, I have learned certain bromides that I have found useful and I do have a certain perspective gained from several years in this business that you *could* turn to some use. So, I have been searching around in my mind for some time in order to find a way to present this material in some palatable form—some way that would at the same time take me off the hook from sounding like a pontifical old poop.

A New Art Form: Allegory in Three Acts

What I have come up with is a new art form. I have coined a name for it. It is allegory. My allegory has a cast of six characters. Each is a copywriter and a type. It has been my experience that there are only six types of creative people. Each has a certain predestined, predictable fate in this business.

It is my hope that you will recognize yourself and your friends in this lengthy parable, and that you will emerge from this seance a far better man, as I am sure you will. Clear-eyed, resolute, and full of excelsior.

My allegory is in three acts. Each is mercifully short but, hopefully, revealing.

▪ The setting for the first act is a round table in the lunchroom at Sears in Chicago, where six cub writers from the company advertising department are gathered around, having a delicious 43¢ mail order repast. Which is, incidentally, about all they can afford.

(I have picked Sears because it has been the cradle for more copywriters than probably any other institution.)

The average age of my characters is 26. Reading around the table, we see:

• **Frederick L. Huckster,** who is busy propounding his reason for choosing copywriting as a career. His reason is clear and succinct. He thinks copy is the fastest way for a young man with a modicum of brains and a little writing talent to get himself up into the chips. He has some pretty good supporting reasons for this view, and there is no disagreement from the group.

• Next to him is young **Johnny Upward,** who adds that he thinks the advertising business is a fine business in itself, as well as a rewarding one. Much as he is fascinated by the business, he is forced to admit that he can't for the life of him get as excited about copy as the others seem to be. To him it is just one of the many facets of the business. He intends to move up and out of copy once it has served its purpose of teaching him something about the business.

• He is seated next to **Oscar Heavyhand,** who is almost in agreement with young Upward. He, too, is more of a business man than a writer, but he claims that copy is the heart and soul of the business, and therefore that is where he intends his future to lie. Only one little thing. He is not very imaginative. He is only a fair writer. But these things don't bother him. He feels he can be taught to write. He thinks advertising is an art in itself, with little if any relation to any other form of writing. It's a trade, he says to his friends, like any other. There are certain tricks and rules you have to learn. All you need do is set your mind to it. And Oscar Heavyhand has made up his mind to be a most diligent student.

A Featured Presentation From the Second Annual

Summer Workshop on Creativity in Advertising

Sponsored by Advertising Age

• Across from him is **Ernest Hemingwood,** who also happens to be his opposite number. Ernest is basically a writer. Highly imaginative, with an original and versatile turn of mind, he is loaded with talent. He doesn't, however, have much of a feeling for business. He has few convictions about advertising, considers it

William D. Tyler

very simply an excellent vehicle for his talents. He realizes that he is not quite good enough as a fine writer to set the world afire, and he knows of nothing in the world of business that will repay his talents or hold his interest as well as advertising.

• His neighbor is the inevitable **J. Jumping Journeyman,** who has been attracted to advertising in much the same manner as the moth to the light, the hoofer to Broadway, and the new-business man to Twenty One.

It's the smart thing to do. His friends are all in it. He likes to be around bright people, excitement, lots of laughs, gossip. He would like to live well, dress well, eat well, and be the man who impresses his neighbors. This, he figures, is what being a successful adman is about.

As far as copy is concerned, he figures this is his dish. He has a quick mind, learns easily, and is high in the enthusiasm department. Put them all together, and he thinks he's as good as in. He thinks most of the advertising he sees is just great. Sure, he thinks advertising is sort of a racket, but then isn't most business?

• Last man at the table is **Daniel Q. Deepthink.** He and J. Jumping don't see eye to eye in one thing in particular. Daniel Q. doesn't like most of the advertising he sees. When he does, however, come across something he likes, which isn't too often, he flips. Where J. Jumping is gregarious, Daniel is a bit of a loner. He is also a bit of a nonconformist. He wants to learn copywriting under a great teacher, but he is going to question his mentor until that good man just about goes out of his mind. He is also guilty of being very choosy about what precepts he is willing to accept from his teacher. He is, in short, a bit of a pain in the neck. He has, however, already learned one lesson that none of the others yet has.

Lessons for Deepthink

That is, most of what he is going to be taught about how to be creative in advertising, is going to be negative. He's going to be told all about what's *wrong* with his ideas, his copy, and his approach, but precious little about what he *should* do. This is the first lesson, and the most sobering. He is being taught the rules of the trade, but he is finding that they are more limiting than revealing. "Don't do this, don't do that . . ."

He has already bounced back from that revelation. He's learned from it the Second Lesson. This lesson says: Ours is not a business you learn, like banking. It's a business that waits for you to bring something to it. It's a business that feeds off the creative man, that is forced to tread water until some individual brings it a new idea. It is not a self-perpetuating business, whose departments and money and organization keep it going. It's a business that keeps going only on *results*. And results come not from excellent media schedules or surveys or panel studies or marketing departments or programming or public relations, or any other standard agency service. Results come from *ideas*. Ideas come from creative people, wherever they may work in an agency. And nobody can teach anybody how to have an idea, not even Mr. Pleuthner. [*Willard Pleuthner, vp of BBDO, is that agency's chief exponent of brainstorming—Ed.*]

▪ Well, there you are, our all-inclusive six. Nice guys, all of them. Intelligent, personable, ambitious. Same as all of you in this room. Yet there are subtle differences among them as among you. Differences in character, differences in attitudes. Little differences that are going to shape their futures and show up more clearly as the years—as we writers of allegories are wont to say—roll by.

Up the Luncheon Scale With Our Advertising Sextet

Our second act takes place ten years later. The same sextet is seated around a luncheon table again. J. Jumping had called each on the phone the week before and arranged for a reunion meeting. Everything has changed, even the locale.

This time it's New York City, and the restaurant is the San Marino, where many of the faithful gather when the noon bell rings.

This is not too unusual a switch for a group of Chicago-born writers. Anyhow, it's my group and I guess I can have them eat where I want them to. As they're sitting around the table this time, the atmosphere is brimming over with the sweet smell of success. The group exudes confidence. It would be going overboard to say that, collectively, they are a pretty cocky bunch. Their conversation is rapid, sophisticated, and brittle. The only hint an observer might have been able to pick out of the situation is that the group acts a little keyed up, anxious to impress, or maybe just to reassure themselves of something. At any rate, each is busy telling the other how well he is doing.

■ Fred Huckster, the wise guy of the group, the one whose ambition was to make dough fast, already has. His first agency job had convinced him that the thing to do was to get on food accounts, because they had the biggest budgets, and therefore could pay more. Last month he had left the large agency he was with, for a much smaller one that was having trouble holding on to its one big food account. He had almost doubled his salary.

Johnny Upward, the fellow who wanted to use copy as a stepping stone, has already moved into account work. He, too, is doing well financially. But he doesn't act very comfortable about it. He has been exposed to Lesson Number Three and it has left a scar. That rule is: Don't get into copy in a half-hearted way. You can't possibly do anything but fall on your face. This is hard work, for dedicated people. Anything less is self-destructive. Sure, you can learn enough about advertising in copy to get yourself moved to another department, but you will know in your heart that you didn't quite make the grade in the creative end, and that's going to shake your self-confidence for years to come, no matter how well you may do in your new work.

■ Ernest Hemingwood, the writer who turned adman, is the most spectacularly successful member of the group. He had come up with two or three highly original ideas that had resulted in immensely successful campaigns.

What outsiders don't know is that it had taken the combined efforts of his copy chief and plans board to refine, change, and channel these ideas into usable advertising. Recently, another agency has hired him away at a huge salary on the strength of those successes. Right now they are going through the process of disillusionment. Ernest, they are finding out, has a lot of ideas, but most of them are wild, and even those that are sound, require help from others to be converted into complete campaigns.

■ Although his new employers are already disenchanted, Ernest doesn't know it. He has also yet to learn Lesson Number Four, the economic lesson. This is, that *promising* creative people under the age of 40 are paid more, on the average, than they are actually worth. This is one of the hard, brutal truths of the agency business. And it's broken a lot of men who haven't thought it through.

Here is why it happens. The major cost of running an agency is its payroll. That's why agencies are so salary-conscious. Your salary is its cost of doing business. Not so in industry. Capital investment and raw materials are the critical costs there—the salary of any individual is of far less concern.

■ So, what Ernest doesn't realize is that there's a lot of handwringing going on in the head office about his salary. But *every agency will keep right on paying too much for a promising creative man, because, first, this can be justified as a gamble in "futures" and, second, if it turns out to be a mistake, it is one that can—and unfortunately often is—corrected.*

Gross Inequity, but One of the Facts of Ad Life

This is a gross inequity of our business, the spirited bidding among agencies for "comers." Where it hurts is in the case of people like Hemingwood here who, though he is highly talented, is about to be fired through no fault of his. His confidence is going to be hurt and possibly his future development impaired. He will think he has been unfairly treated, and he's right. But that's the way it is. If only he hadn't considered that large salary his rightful due—oh well, too late now.

■ Oscar Heavyhand is also at the table. You will remember him as the practical business man who figured he could be taught to be a creative man even though he wasn't much of a writer. He has worked hard and he has done well. A campaign of his has become famous. It wasn't brilliant, but it was sound, and it worked. What he doesn't yet realize is that his success has been the result of painstaking effort and clear thinking, without any help from creative insight.

However, he has been made a copy chief of his medium-sized agency. He is solid, industrious, and he knows all the copybook rules by heart. True, he has just one way of going, but he is convinced that is the *right* way. He thinks, in short, that he has it made. Stick around, and we shall see.

■ Next to him, and just ordering the third round of martinis, is J. Jumping Journeyman, who has been monopolizing the conversation from the start with his stories of personal success. He has already worked his way through seven agencies, and each move has been an outstanding advancement. He has also been married three times and—oh well, let's not look into J. Jumping's career too closely. He's a victim of Madison Avenue-itis, and it's easy to guess the rest.

He is learning Lesson Number Five the hard way. That's the one that says it's not so difficult to be a success in your 30s as it is to keep your head at the same time. These are the salad years in a creative man's life. It pays to look under the lettuce for the inevitable worm.

■ At the end of the table is good old Daniel Deepthink. He was the nonconformist, the one who was critical of most advertising, skeptical about the security of any agency job, analytical and questioning, at the time of the last luncheon.

He has moved along well, but he's not burning up the track. He's driven several copy supervisors to distraction by his searching methods. He hasn't, however, fallen victim to self-intoxication as the result of his advances, and that's largely because he mistrusts the garden-path aspect of advertising. He recognizes this as a tough, demanding business, with iron under the plush, even when everything is going along smoothly.

■ What Deepthink is developing into is one of those rare birds in this business: the combination of an analytical and a creative mind. He can think like a business man. Yet he can write and has ideas. He's not knocking them dead, but he is getting better all the time, and learning as he goes.

He doesn't quite realize it yet, but he's putting into practice Lesson Number Six. This one reads as follows: All copywriters start out as *half* copywriters. Most of them end up that way. Only a few, like Deepthink, make the effort to become whole ones.

Usually One or the Other: Combination Is Rare

Here's what I mean. Hemingwood there is a writer, primarily. Instinctively, he can write advertising that attracts attention. He knows what interests people. He knows how to get them to read.

Heavyhand on the other—uh well—hand, is a born business man. He knows what sells goods. He knows why people buy. He sees advertising solely as a selling vehicle. He is inclined to forget that people don't have to read advertising, that his calculated sales talk may end up talking to itself.

■ My point is that every one of you in this room tonight is either a Hemingwood or a Heavyhand by nature. The trick, of course, is to become a blend of both. You'd think everyone would recognize that fact. But instead, most people take the easy way out and say, the hell with it. The way I think is right, and the other guy is wrong. This is why the two schools of advertising have grown up in this country—hard sell and soft sell. The Heavyhands decided to band together and bull their way through by defending their bias, and similarly the Hemingwoods theirs. I hope you will never be sucked in by this fallacy.

All you have to do to learn how to chin yourself is to admit that you have one left arm and one right one. Then go to work and develop some more muscle in the left. That principle applies equally well to copywriting.

* * *

Well, that's the little group ten years later. By and large, they are flushed with success. The world is their oyster. We shall see.

Ready for Last Act? Here We Go, 10 Years Later

My third act is set, as you can imagine, ten years later. Each of our characters is now about 46 years of age. J. Jumping has called the clan together, this time at Le Pavillon, a restaurant so expensive that I can hardly pronounce it. This is the final act of my little morality play—the payoff.

In the intervening years has come and gone the turning point of each creative man's life. It occurs at the age of 40. This is Lesson Number Seven, the creative man's moment of truth. This is the year that separates the men from the boys, when a creative man has to stand up and be counted. Why somebody has never written this in letters of fire or pasted a sign to this effect over every copywriter's desk, is something I will never know.

■ Take J. Jumping Journeyman himself. His years of living it up caught up with him at age 40. Now, he's busy working his way down the ladder. Oscar Heavyhand is just now losing his unequal struggle to keep up with more talented minds. This is Lesson Number Eight. If a creative man reaches middle age with the tag of "pretty good" on him, he is a dead duck. This is the unkindest rule of all. It is true of hardly anyone else in life but pro ball players and, I presume, male ballet dancers.

The same economic law that says it's perfectly okay to overpay a promising young writer just because he might possibly some day become the messiah that can lead the agency out of the wilderness—that same law now works in reverse for the middle-aged writer. If he has only performed his job *adequately*, he no longer presents an investment that may pay off in a big way in the years to come.

He is, let us assume, getting a good salary by this time and is worth it. Because he isn't worth *more* than he's paid, he is apt to look less attractive to management than a younger man on his way up, an unknown quantity if you will, but with a potential of greatness.

■ Freddy Huckster, who was in it for the money, has come up against his moment of truth, too. An ambition as selfish and limiting as his, works against its owner in the long run. Over-eagerness for personal gain is not exactly unknown in our profession. Management watches ceaselessly for it and is peculiarly sensitive to its symptoms. Freddy's ambition has moved him from creative and into account management, where his quality of shrewdness can be put to better use. He's held his job, because he is sharp and resourceful, but management keeps the shackles on him for fear of having him walk out with some business. Not a very agreeable way of life for Fred, but bearable.

■ Johnny Upward, the gent who used copy as a steppingstone, is now a fine account executive. His basic training as a copywriter gave him an insight into advertising that is now standing him in good stead. During the first years after he made the switch, the opposite was the case. He was stung with a sense of failure and resentment toward the copy end. Creative, he had finally realized, is not a steppingstone. It *is* the advertising business. The further away you get from it, the further you are from headquarters of advertising thought.

■ Ernest Hemingwood, the hot copywriter at the last luncheon, is still doing well. He was, you may remember, on the point of being fired. Well, he *was* fired. It shook him up. His next few years at two other shops were undistinguished. But to his credit, he lasted through until his all-around comprehension of advertising caught up with his talent that had catapulted him into big money at an early age. He had gone through a Gethsemane that many men of his type have been unable to weather.

His is the meteoric type. Such writers light up the sky at an early age, get too much money and adulation, flop and fade. It's the unusual early bloomer who can pick himself up off the canvas and come back swinging.

■ The real luminary of this meeting turned out to be good old Daniel Q. Deepthink, the well-balanced man. His combination of analysis and talent have paid off in his middle years. His analytical sense warned him of Lesson Number Nine. This the one that says the creative men should withstand the temptation to become executives once they become big shots. This is the hardest lesson of all to swallow. It is such a pleasing prospect to hand over the pick and shovel to the young and sit back and direct the work. Why beat yourself over the head to come up with ideas and solve problems and grind out copy when you have copywriters just dying to do it for you? Enticing, but self-defeating. Because these are the years when all that experience it took you almost a lifetime to amass, can be put to best use.

Now, and now only, can you write and create with judgment and without personal bias. Now, and now only, can you feel when you have overwritten, know when you have understated, sense when an approach is sound. When you sense the phony in a piece of copy. When you can write without self-consciousness because you aren't trying to impress others.

Analyzing Deepthink's Success

But to get back to our table. Deepthink, it turns out, is now a creative head. But he leads by example rather than by precept. This keeps him young in mind and free from stuffiness. It keeps him free of that old dodge, "Don't do as I do, do as I say."

Let's figure out why it was that he kept on advancing after others had stopped. Because that's the moral of my story. It's hard not to move ahead in this business today, the times being what they are.

But something is apt to happen at age 40. Development stops. Some get lazy, some get in a rut, some run out of gas, some get fatheaded, and some—let's face

Is advertising keeping up with the customers?

The brain that can find a lost meson or send a monkey into space is going to get pretty fidgety if it tunes in advertising that was aimed at a less informed and more naive generation.

But mental maturity isn't confined to a few thought leaders any longer.

The number of persons, ages 5 to 24, who are in school has risen from 26 million to more than 45 million since 1940. During the same period, the percentage of people over 25 who have completed four years of college has nearly doubled. And it is estimated that by 1970 there will be 11 million college graduates in this country.

If advertising hopes to sell to the consumer of the "Grown-up Sixties," it needs to do a little growing up on its own hook.

In the Sixties, more than ever before, advertising that talks down to people will wind up beneath their notice.

We work for the following companies: Allstate Insurance Companies • American Mineral Spirits Co. • Atchison, Topeka & Santa Fe Railway Co. • Brown Shoe Company • Campbell Soup Company • Chrysler Corporation • Commonwealth Edison Company and Public Service Company • The Cracker Jack Co. • The Electric Association (Chicago) • Green Giant Company • Harris Trust and Savings Bank • The Hoover Company • Kellogg Company • The Kendall Company • The Maytag Company Motorola Inc. • Philip Morris Inc. • Chas. Pfizer & Co., Inc. • The Pillsbury Company • The Procter & Gamble Company The Pure Oil Company • The Pure Fuel Oil Company • Star-Kist Foods, Inc. • Sugar Information, Inc. • Swift & Company Tea Council of the U. S. A., Inc.

LEO BURNETT CO., INC.

CHICAGO, Prudential Plaza • NEW YORK • DETROIT • HOLLYWOOD • TORONTO • MONTREAL

it—become bums.

■ Why? Why? I submit it's because they got into the business on the wrong premise and never really sat down to figure it out. I'd like to dissect Mr. Deepthink's going-in thoughts about advertising as indicative of the way you have to think if you're going to be a long-term winner in this field.

My guess is that Deepthink sat down and had a conversation with himself that went something like this:

"I may as well make up my mind to it, this is going to be a lonely job. But then, all creative work is. And nothing is more rewarding than creative achievement.

"And it's not only going to be lonely, it's going to be hard work. It doesn't *have* to be, but if I don't play it that way sooner or later I'm going to regret it. Because this business is essentially a precarious one for all but the people who are essential to it. If I don't become essential, I'm a sucker for having gone into it in the first place.

"That's why I'm going to give it all I've got. Unless I set my sights high, I'm going to end up behind the eight-ball. There's no such thing as a half-good copywriter. Because this is a field where a man either wins or loses—ends up a success or a failure. There is no Mister Inbetween. That's because the business doesn't just hire creative people—it *lives* off them. Advertising will never carry a creative man—*he* will have to carry *it*!"

■ And, if I may interject into Deepthink's soliloquy, what is advertising other than a carrot held out ahead of industry? A carrot that holds out the promise of vast and unexpected sales gains. Who can deliver these economic miracles? You, that's who. Not advertising itself, not the size of its agencies, their experience, their numbers, their departments—just their creativity. And that is the product of individual minds. Minds like yours.

In other words, the success, the continuation, the entire future of the advertising structure hang on a few frail shoulders—the creative men who may or may not keep coming up with the ideas that will revolutionize sales. You, that's who.

Men like you can't be taught, they can't be made, they can't be led. They are nothing but the product of their own determination and will.

What Are the Real Rewards for the Advertising Writer?

Now, what's the reason men like Deepthink decide to shoulder such a burden as this? What's in it for them? Money, sure. But advertising has no monopoly on this commodity. It can be had elsewhere. There have to be more compelling reasons.

The principal rewards, as I see them, are three.

One—this is the only business in the world where you work so closely with people of such varied creative talents. Where else can you be in daily contact with writers and artists and directors and social scientists and songwriters and producers and jinglers and actors and musicians and designers and psychologists and photographers?

Two—the greatest thrill of all for people like Deepthink is knowing that through the magic of your own words, you can accomplish the miracle of moving people to action—of getting them to do something of their own free will that they don't want to do—spend money. This is power, the kind you can get roaring drunk on—the only kind, as far as I know, that leaves you without a hangover, just money and fame.

Three—and this one sounds a little lofty, is the reward of leaving this a better business than you found it. Here within the lodge, let's not be Pollyannas about this business we're in. If a man has any depth to him, any sensitivity, he cannot blind himself to the fact this business has its reprehensible side.

A Bit of Idealism

We are opportunistic. We are superficial. We do the expedient thing. We are self-indulgent and materialistic. (Not that it's entirely bad that we are, since the goods and services we sell must necessarily appeal to those qualities in our prospects.) And it doesn't matter that these faults of ours are those that are shared by business and by humanity in general.

What does matter is that you yourself cringe at them, hate them, despise them so strongly that you go out and do something about them in order to be proud of the business you're in and your accomplishments in it.

■ I submit that you have got to bring to advertising a violent contempt for its weaknesses if you yourself are going to amount to anything in it.

I submit that you've got to have a lot of hate in your soul to become a great creative man.

You've got to hate dull writing!

You've got to hate pompous poopishness!

You've got to hate mealy-mouthed babbitry.

You've got to hate limp, meaningless advertising!

You've got to hate our cheap, slick, hucksterish image!

■ And last but not least, you have to have a vast, withering contempt for everything in this business that isn't creative. It may be sophomoric . . . it may not make much sense . . . but unless you are thoroughly partisan and completely biased in favor of the creative end of this business, you'll never end up as one of those nuts who values his own opinion so dearly, who is so strongly convinced of his own creative omniscience, that he can look a client straight in the eye and tell him to put his million bucks down on your idea because that's the one that will move his goods. And be *right!*

■ I guess what I am saying is that this is the breed of men advertising needs more desperately today than ever before in its history. We are embarking upon an era when the emphasis will be on creative ideas and executions and techniques as never before. The reason is obvious. As the media costs of reaching people continue to soar, clients are becoming more and more conscious of the fact that the only way to reduce their selling costs through advertising is by getting better advertising, not just more advertising. Something has to give. If the costs won't go down, then the quality must go up. His ads and commercials must become more efficient, more effective, more compelling, more seeable.

■ This is the climate in which you are going to operate during the next ten years. You couldn't ask for a more favorable one. The last time there was a similar opportunity for creative men was during the depression. That was when the creative man first came out of the woodwork and into the daylight. And for the same reason—clients had to have results.

But this is a far greater opportunity for you than that—this time there are budgets. #

Learning from the Retail Ads . . .

The 'Curiosity Appeal Institutional Ad'

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

Here are four good little institutional ads, each on two columns. It takes intelligent thought and application to make any persisting series of such ads interesting. Most stores that attempt it peter out.

These are from a hat store in Philadelphia.

The assumption on which such "curiosity" headlines are used is that prospects are idle readers who are seeking out strange and curious bits of information in all publications.

■ A generally safer assumption, I think, is that prospects are more apt to be snagged out of the general audience by explicit interesting headlines that promise them something from a purchase. Or that imply that promise. Prospects are all persons who can, by any stretch of the imagination, be induced to buy within a reasonable time.

The upper left of these four headlines is the only one, therefore, that qualifies as this preferred type of headline.

The upper right headline could have read: "What does 'Keens-British' mean in a hat?" The lower left could read: "Does your hat have a beard?" The lower right: "Does your hat have a gooseneck?" or "Why hats get 'gooseneck'."

The copy in these ads is engaging, interesting, helpful, service-rendering. It is relatively persuasive. It would be stronger if in each case there was more of a cordial invitation or suggestion to the reader.

■ Since so much advertising in Philadelphia is weak and unengaging, these good little ads probably get more than their logical share of readership.

I hope you can read the copy.

There are a few all-type small ad programs that do a pretty good job of getting readership over protracted periods. But I have never seen any which would not get more readership if some sort of small eye-catching illustration were used.

■ Any little appropriate "bug" or "decoration" or "thumbnail" would immediately increase the readership of these ads. It could be the same little pic again and again, or it could be a varied series of line-cut hats, or the proprietor's face, or the store entrance—what not? The point is, a pic or illustration is always saying, in some voice, weak to powerful, "Look at me, look at me." At least, it speaks. Without such a pic, an ad of this size only whispers, "Look at me." #

"To keep your feet warm —wear a hat!"

Sounded silly to us too. But, so help us, that's what the U. S. Army researchers have announced.

Seems the body is a pretty smart machine that sends the blood where it's needed most. When the head is exposed to low temperatures, that's where the circulation goes. But it's diverted from hands, feet and other areas to keep the corpuscles pumping upstairs.

"The extremities particularly are expendable" says the Army scientists' bulletin. "Extra socks and mittens are almost useless if the head is bare."

We hate to see our friends colder than they need be. So, while they last, the Stylepark Store is willing to sell city street hats, country hats, and very, very warm winter caps to men who want to feel as snug as possible.

The Stylepark Store, 1516 Chestnut Street

What does "Keens/British" mean?

Some men have noticed a sign in the Stylepark Store window reading "Keens/British Hats", and have asked us what it means.

It's pretty simple. Keens/British is a collection of hats felted exclusively for us in a 200-year-old hat-making town of North, England. The group includes authentic bowlers, country hats and town hats. They are not styled for everybody but seem to be just what is wanted by those men who prefer the quiet, comfortable tailoring in their clothes.

Made in the slow British way, they feel different as well as look different, and are definitely at home with relaxed tweeds, a weatherproof, stout boots and slim umbrella.

If you like your dress with an English accent you may be one of those who enjoy the discovery of our Keens/British hat styles.

The Stylepark Store, 1516 Chestnut Street

It's a "Gemsbart"

Happy wearers of the new sporty-looking country hats sometimes ask us for "one of those shaving brush things" to go in the hatband.

We know what they mean, and they get it. But if you want to sound like a world-traveler, call it a "Gemsbart." A "gems" is a chamois, the fleet little wild goat of the Alps. A "bart" is a beard; and "chamois beard" is the centuries-old Tyrolese name for the little tuft of hair cut from the first kill of the season and used to decorate the hat of the successful hunter.

Since the poor chamois is almost extinct, gemsbarts are now usually made of badger hair. You'll find a picturesque array of them at the Stylepark Store, imported from Austria, collectors' items priced from 75c to $6.00.

P. S.: Or if you're less exacting, and just want to liven your hat with a bright little feather, take your pick, no charge.

The Stylepark Store, 1516 Chestnut Street

Does yours have a gooseneck?

Last Wednesday a Stylepark customer returned a $15 hat, much put out because the snapped brim had developed a gooseneck—an unsightly bump between the crown and the edge of the brim.

"Any felt hat in the world, whether it costs $10 or $100, is going to hump up at the front if you store it on the shelf with the brim snapped. The weight of the hat resting on the curved brim will gradually cause it to buckle. Good felt hats are amazingly durable, but there are a few mistreatments they can't take. If you had a new suit, you wouldn't sleep in it."

We steamed and reshaped the brim for our well-meaning customer; and we'll do it for you too if you like. But why make trouble for yourself? Just unsnap the brim of your hat when you rest it on a shelf. Particularly if it's wet. Or hang it up so there's no pressure from the weight of the hat on the snapped brim. We don't just want to sell you hats; we like 'em to look lastingly good too.

The Stylepark Store, 1516 Chestnut Street

this is the point of purchase!

when the bride-to-be reads MODERN BRIDE
and spends thousands for her first home on...
living room furniture: bedroom furniture: silverware:
floor coverings: glassware: appliances:
insurance: television and radio: china:
kitchen utensils: blankets: linens: curtains

No simple problem: planning a wedding and a completely new home—this girl, with hardly a brand in mind, needs advice and turns to MODERN BRIDE. Through the advertising pages of MODERN BRIDE you can sell your brand to her—*right at the point of purchase!* And this year 750,000 brides-to-be will buy your product as they read MODERN BRIDE. If you haven't considered the bridal market recently, why not call us right now!

For a copy of our latest survey write or call Modern Bride

MODERN
BRIDE

ZIFF-DAVIS PUBLISHING COMPANY
One Park Avenue, New York 16, N. Y. • ORegon 9-7200

A ZIFF-DAVIS PUBLICATION

Just off the press!
"Buying Patterns of the Bride-to-be"
For your copy, write or phone now!

Agencies Ask Us . . .

Agency Difficulties with Local Rates

By Kenneth Groesbeck
Agency Consultant

"Very carefully we have brought along a certain manufacturer," writes a Tennessee agency, "introducing them to television with wonderful results. Now they are beginning to use our television material on a national basis, but here's the rub. They sell through jobbers, who buy time at local rates, taking advantage also of frequency discounts. They buy, you understand, for groups of their manufacturers, including ours. We can't buy time at this rate. Most of these jobbers have their own agencies. We prepare film or live copy, ship it out, and brother, that's it!

Kenneth Groesbeck

"Now we can see our client's side of the picture. In the first place they are saving money. Usually the jobber who is aggressive enough to push his merchandise through tv is the best in the market. Our client would be foolish not to cooperate or to try to enter the market with his own tv schedule.

"There must be some way we can serve our client in this situation, and get something for our work. It sure does hurt to see potential national billing flying out the window. Our client's advertising manager admits that it's a lot of trouble keeping track of what's going on, that he can't be sure he is getting the best buy in the market, and that some of the promotions are not successful. Despite these things, the money saving supersedes all else. Any suggestions?"

■ I have given this question practically in full, because it is so clear an exposition of the trouble caused agencies by the local-national rate differential. Obviously the agency which introduced its client to television, and prepared copy so effective that it was used nationally, deserves remuneration which should reflect some measure of the extended usage given its material.

I wrote this young Southern agency saying that the only precedent I knew of which applied to this vexatious situation was that of the residual payments enjoyed by radio and television performers covering re-use of their material. This, however, is a measure of protection originated by the talent unions, and we have no such payment coverage for ideas in the agency business. So we are forced, as we so often are, to sit down with our client, explain the situation, and say "Well, what do you think?"

A client so approached might well consider that the agency should be paid, over and above what they received for their original work, *a portion of the savings* which the local placements give to the client. What this split should be depends on circumstances. Would it seem too much for the agency to get one third of the savings? I think not.

■ Some agencies try to protect themselves by specifying that their material is for use only on a given schedule placed through the agency, fixing a fee for outside placement. This is extremely difficult to evaluate, however. And too much concern with its own rights can make the agency just a bit unpopular with its client.

Similar difficulties poke up their ugly heads in the case of cooperative advertising. Where the agency places its material, it adds its 15% to the manufacturer's portion of the billing, at the local rates, and in spite of the markup, the frequently very large saving due to local rates allows the client to come out all right on the deal. What, however, of the situation when the agency's material is to be placed through another agency—that of the distributor, say, or of the department store's advertising department? Here it is practically impossible for the originating agency to know how often the material is used, the whole operation being out of its hands.

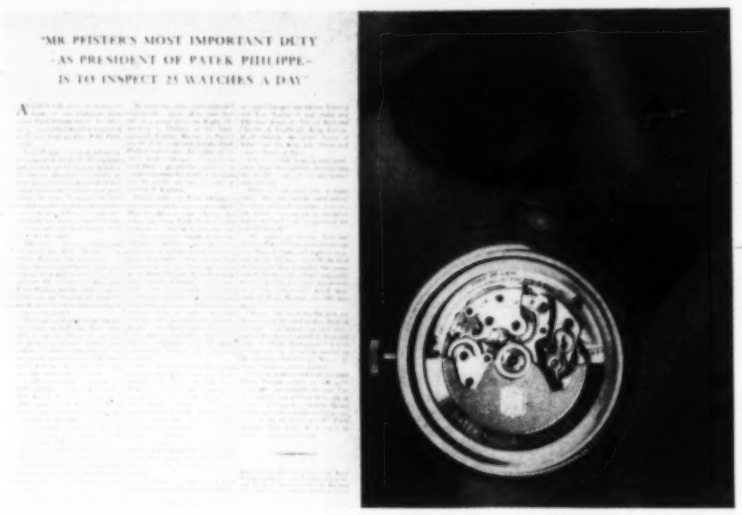
■ All very difficult, as E. B. Weiss has so lucidly pointed out in his pieces on cooperative advertising in this publication. The extent of the problem is indicated by the fact that cooperative advertising is estimated to total approximately one-fifth of all advertising expenditures, or something in the neighborhood of $2 billion. The Advertising Federation of America points out in its Aug. 12, 1958 bulletin: "Last year, co-op got 75% of Fedders-Quinlan's ad budget. In 1956, Philco allotted $10,000,000 of its $25,000,000 ad budget to co-op. Out of Norge's 1957 budget of $13,000,000, $10,000,000 went to co-op. General Electric spent $6,000,000 for national advertising of its housewares and radios in 1956, and spent an additional $9,000,000 for co-op."

So advertising agencies should be very deeply concerned with getting out of these expenditures *something commensurate with the value of the material used*. They have also an important function to perform in cooperative advertising. The whole area is so full of abuses, that the client is best protected if the agency is employed to keep the program in its own hands. Here is a definite reason for remuneration, and one which provides a fair base on which to figure.

■ When, as is often the case, this is not practicable, and the material must perforce get out of the agency's hands, then I know of no better solution than a split between agency and client of the saving effected by the local rate utilization. Anybody got a better idea? If so, let's have it. This is one of the most difficult problems in our business. #

The Creative Man's Corner . . .

Big Picture AND Long Copy Reverse the Current Trend



So many ads today run to large pictures and few words—either because their creators despair of having a longer message read or because they cannot find anything about the product to write at length about—that we are always delighted to come upon an advertisement as jam-packed with copy as this Patek Philippe ad.

There must be at least 750 words of copy in the total message. We are confident some could be eliminated, but frankly we wouldn't know where to start. The mere fact that so much can be said about a product by itself seems convincing evidence of its superiority.

The caption we feel could be improved. As a matter of fact, as far as we are concerned, it sells the real import of the message short. We're somewhat disillusioned to read that the president of the company has enough time on his hands to inspect 23 watches a day. We're led to believe that he must be president of a pretty small company to be able to do what the caption says he does.

Much more convincing of the care with which Patek Philippe watches are made is the statement that the plant, "the most advanced watch factory on earth," produces "a grand total of 23 watches a day." This has all the impact and conviction of the now famous Rolls-Royce caption about the-only-noise-you-can-hear-at-60-miles-an-hour-is-the-ticking-of-the-clock.

All in all, however, this is a fine ad—and a perfect refutation of the charge that "people won't read that much copy." #

Tips for the Production Man . . .

Blotters Are Still Soaking It Up

By Kenneth B. Butler

As a result of my piece in AA of June 29, in which I wondered if the ball point pen and electronic bookkeeping had not just about killed the blotter business, I received some letters. The writers were just about as cagey as I was: they wouldn't say "yes" for sure but on the other hand neither would they say "no."

W. W. Harris, of Shaw-Barton (producer of calendars and specialty advertising), writes to say that, as manufacturers of both blotters and ball point pens, they watched the slow decline of one and the steady growth of the other. His company pondered the effect of ball point pens on the use of blotters as blotters and made a survey at a large midwestern check clearing house. They observed, during this test, how thousands of typical checks were signed. Here is what they learned:

53% were signed in "wet" ink.

32% were signed with a ball point instrument.

10% were machine signed.

5% were signed in pencil.

Mr. Harris points out, with absolutely correct mathematics, that over half of the signatures required the use of a blotter.

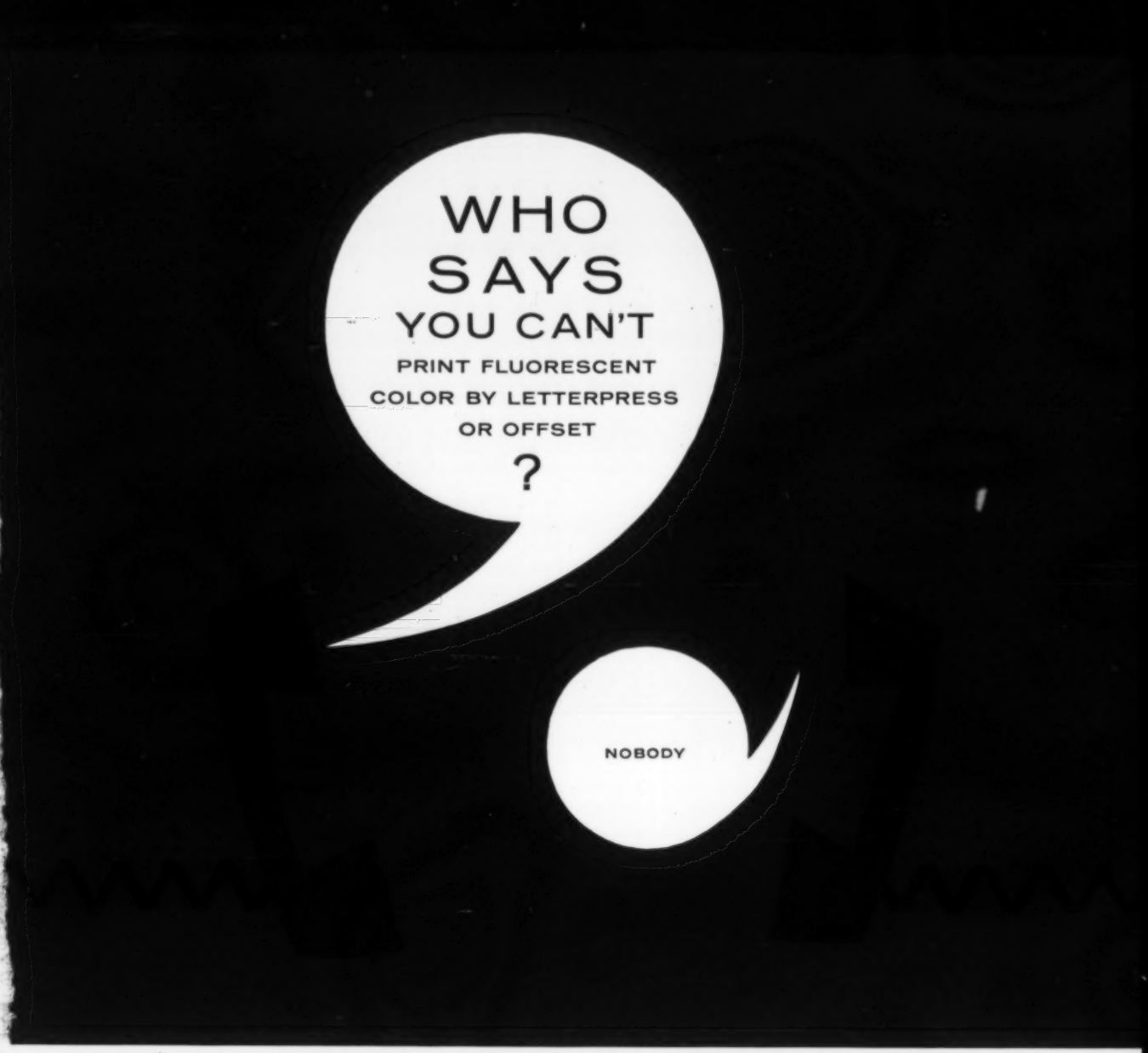
He admits they are not gearing production to a flood of blotter orders, but a lot of their accounts still use blotters and still swear by 'em.

■ Another correspondent says from now on I'm going to be on his blotter list. Harry J. Stastny, of Standard Studios, Chicago, has a mail list made up principally of artists. His firm finds that Standard's double blotting surface blotters perform a utilitarian service to artists who still use the drawing pen and who find Standard's blotters just dandy for stroking out pens and brushes. These blotters are mighty attractive and are done in two colors with designs that possess appeal for anyone with an eye for design and color.

■ Mr. Stastny's company sends out TWO blotters each time—one for keeps and one to use. With the blotting surface on both sides, it matters little as to which side of the blotter lies upward on the taboret at the artists' side. Stastny says a couple of times they suspended the blotter mailings and the resulting howl was music to their ears. He says while some advertisers may believe blotters are kaput, his firm does not feel they have yet joined the "bygone" ad media.

"Anyway," he writes, "each 4"x9" blotter makes two 4"x4" shapes and you can't hardly get that size coasters no more."

■ Mr. Stastny's reference to the convenience of blotters as coasters for beverage glasses points up some samples seen in the new sales blotter sampler just received from the Sorg Paper Co. of Middletown, O., which manufactures blotting papers. Included in Sorg's kit were several samples of prettily designed coasters utilizing blotting paper. #



Printed two impressions by offset with Day-Glo Lunar Yellow ink

New Day-Glo® printing inks make fluorescent color practical to use on largest printing runs!

Now there's nothing to stop you from using vivid Day-Glo colors on *anything* you print—*no matter how large the quantity!* The breakthrough is here with the new line of genuine Switzer Day-Glo Letterpress and Litho inks that run smoother, print cleaner and give brightness unmatched by any previous fluorescent printing ink.

Both inks have been printer-proved by millions of impressions on large and small runs, on large and small presses, on packaging, labels, direct mail, magazine inserts, covers, streamers and displays.

For every piece of advertising or promotion material that you have a hand in—look to Day-Glo printing inks for a new dimension in brightness, impact and visibility. Seven brilliant inks to choose from. Write today for color chips and further information. Indicate preference for litho or letterpress, or both.

SWITZER BROTHERS, INC.

4732 St. Clair Avenue, Cleveland 3, Ohio

Day-Glo is the registered trade-mark of Switzer Brothers, Inc.

Don't overlook Day-Glo by SCREEN PROCESS, Day-Glo by GRAVURE—or Day-Glo coated papers and board.

What's Doing on the Legal Front . . .

Trademark Licensing in Upward Trend

By Sidney A. Diamond
Member of the New York Bar

One of the growing branches of the complex marketing field is the exploitation of trademarks or brand names by means of license agreements. Trademark licensing is legally permissible, but there are certain technical requirements that must be watched carefully. If the license agreement fails to comply with these legal technicalities, the owner of the trademark will be unable to protect it against infringements. In other words, the trademark proprietor no longer will have the exclusive right to use it, which, for practical purposes, means that the value of the mark has been destroyed.

Sidney A. Diamond

The reason for this strict legal approach is that the trademark law is designed to protect the consumer as well as the trademark owner. The public has an interest in the way a trademark is used, because one of the functions of a trademark is to assure the purchaser that he will get the same product time after time by buying the same brand. If the trademark proprietor permits indiscriminate use of his identifying symbol, it might be applied to inferior merchandise and the public then would be deceived.

■ Only *controlled* trademark licensing is valid under the law. The owner of the trademark must specify the products on which the licensee is permitted to use the trademark, and he must supervise and control the quality of those products. So far as the public is concerned, the trademark will continue to identify its owner as the ultimate source of responsibility for the goods, and the trademark owner must assume the burdens of that responsibility or risk the loss of his rights.

It is worth noting that no such legal technicalities are required in connection with the licensing of copyrights or patents. This is another instance of the distinctions between trademarks on the one hand, and copyrights and patents on the other.

■ Trademark rights are created by actual use that builds up recognition value for the brand name, and the law properly is concerned with the interests of the consuming public when questions of protecting and enforcing those rights arise. Copyrights and patents, by contrast, are absolute monopolies granted to authors and inventors under a special clause of the Constitution, and this kind of right can be licensed or not as the owner sees fit. One of the qualifications on patents and copyrights, however, is a time limit; once it expires, a patent or copyright falls into the public domain and everyone is free to make use of it without charge. But a trademark can be maintained in full force and effect indefinitely, provided it is not abandoned, and this perpetual right is an added reason why the law insists that a trademark be used properly.

The soft drink manufacturers pioneered trademark licensing. It was the economics of the industry that brought this about. Producers of the concentrated syrup found it impractical to service large areas with the bottled drink from a limited number of plants, and they established a system of franchising local bottlers. Even with national advertising comparatively in its infancy, it was essential to make certain that the product of each bottler, sold under the same trademark, was identical. Basic uniformity came from the fact that the local bottlers all used the same syrup, procured from the company owning the trademark. In addition, franchise agreements in this industry traditionally impose elaborate quality controls on the licensees, who are required not only to use the proper formula in mixing the product, but also to maintain high standards of sanitation and the like.

■ Other industries lending themselves to local investment and coverage of relatively limited areas are particularly suitable for franchise systems. Frequently, services are involved, rather than goods; and service marks may be licensed under the same quality control standards that apply to trademarks. Familiar current examples are dance studios and reducing salons. The public interest in assuring that the same name identifies the same system of instruction or treatment is obvious in these fields. The license agreement must provide for rigid supervision and control in order to make certain that the consumer is not misled. The penalty for omitting to provide for uniformity of product or service, it must be remembered, is that the trademark proprietor will be unable to stop others from using his mark—even if the infringer is a former licensee who refuses to continue to pay royalties!

The examples given thus far relate primarily to the extension of an established brand name into new territories. Trademark licensing also may be used as a marketing technique in other ways. Instead of diversifying directly into a new product line, a trademark proprietor may license an existing producer in another industry to manufacture a line of goods under the licensor's trademark. This can happen, for instance, between perfume companies and apparel manufacturers—and vice versa. Many other products and services are readily adaptable to trademark licensing.

■ Controlled licensing also is—or, at least, it should be—at the heart of merchandising programs for cartoon characters, television personalities and similar properties. This happens to be a somewhat controversial area in which there is a contrary view that copyright protection, which does not require quality control, is a sufficient basis for licensing. The courts have not given a definite answer on this point yet, but the consequences of guessing wrong are so drastic that the risk hardly seems worth taking. Conservative practice requires that the licensor of any property of this type insist on quality control in order to protect his basic rights. Since the character or name functions as a merchandising symbol when applied to goods, it seems to have the qualities traditionally associated with trademarks and this analysis supports the view that only controlled licensing would be proper.

■ Another controversial area in this highly technical field has been whether it is sufficient to reserve the right of control in the license agreement, or whether actual control by the licensor is required. Here, some recent court decisions make it reasonably clear that the trademark owner must take the time and trouble to police the manufacturing operations of his licensee; otherwise the license will be declared invalid and the trademark will be unenforceable. This grows logically out of the idea that the proprietor of the trademark is responsible for whatever bears his brand name.

Still another operating problem is whether a trademark license requires an explanatory legend on the goods, such as "Manufactured by XYZ Corp. under authority of ABC Co." In this area, a recent decision of the U. S. Patent Office refused registration of a trademark because the label for the product failed to carry some such explanation. The Patent Office took the position that the public was entitled to this information; otherwise, there would be no way for the consumer to tell that the product made by XYZ carried a trademark belonging to ABC.

This decision has been criticized by a number of trademark lawyers on the theory that the fact of quality control is what counts, so that there is no need for the public to be notified about the commercial relationships involved in the license. Here again, however, conservative practice calls for the use of the explanatory statement in order to avoid the drastic consequences of making a wrong guess about how the law finally will be clarified. A number of important companies that license their trademarks have been insisting on just that kind of legend since long before the decision in the controversial Patent Office case just mentioned.

At any rate, despite the pitfalls and the uncertainties, trademark licensing continues to extend over larger and larger segments of the economy. There seem to be many enterprises that prefer a limited return, in the form of a trademark royalty, as compared with the risks entailed in making capital investments for territorial or product expansion. #

What They Were Saying 25 Years Ago . . .

Millinery Trade Review, reporting on an R. L. Polk survey (AA, July 21, 1934): "80% of women buy hats below $4."

S. Roland Hall, in "It Is to Laugh," first of a series of pamphlets published by him (AA, Aug 25, 1934): "I used to think that the many brainy men within advertising would have the foresight to see the trend of the times and put the advertising house in order. I do no think so now. I do not think that anything but more and bigger horse laughs will bring this really great force of business around to its proper place."

Salesense in Advertising . . .

Secrets of Emphasis

By James D. Woolf
Advertising Consultant

A number of years ago I wrote an article, which was later reprinted in a book of mine, concerning the art of emphasis in the production of advertising copy. A colleague who remembers it has suggested it might be of some interest to readers of this column. I dug it out of my archives and found that I am of the same opinion still. So here goes:

James D. Woolf

The textbooks tell us that emphasis properly belongs at the end of the sentence and the paragraph.

And the orator customarily places the greatest emphasis at the end of his address. By successive increases in the force of his words the speaker seeks to culminate them with an effective peroration.

The reverse of this procedure is usually good practice in advertising.

■ The sentence is formed with the emphasis at its beginning. And the grand climax is frequently at the start and not at the finish of the advertisement.

The reason for this is not hard to find. The advertisement must immediately force itself upon the attention of the reader—must take *instant* hold of his interest.

No time must be taken up with preambles and prologs, lest the reader's attention be lost. The very first words of the advertisement must make the strongest possible bid for his interest; must present at the outset the most dramatic and compelling idea.

Compare the following two presentations of the same message:

1. For lovely woman there has been created a new beauty aid—a cream that solves one of the most distressing problems of her toilette.

Never before has there been anything like it, and women everywhere say this new cream is something they have always wanted.

This cream is called Vauv. Applied to the nose it prevents shine—and prevents it for hours. It prevents, also, those oily spots around the nostrils, always before so hard to combat.

No more shiny nose—that is what this wonderful cream does for you. 50¢ for a generous tube.

2. No more shiny nose!

A wholly new beauty aid—Vauv! Never before has anything like it been created for the lovely woman.

Oh, the magic of it! A fairy touch on the nose—a dab of powder if you like—and the stubborn shine is *gone*. And gone *for hours*.

Gone, too, are those greasy patches around the nostrils. Always before so persistent, so hard to combat.

Vauv is not a mere covering; instead it *corrects* the conditions that cause the shine. It is not only harmless, but highly beneficial. Vauv keeps the pores clean, the skin soft and gossamer fine in texture.

Begin today to know the delight of Vauv—to enjoy the assurance of certain freedom of shiny nose. 50¢ for a generous tube at all drug stores.

■ The second specimen is an example of proper emphasis as applied to the entire advertisement. Now note these examples of sentence structure:

1. Give continuous antiseptic treatment to sore throat even when it is slight, as it may be the beginning of many a serious ailment.

2. Just a little sore throat—the beginning of many a serious ailment. Give it continuous antiseptic treatment.

1. We found the answer to the greater production problem deep in men's hearts.

2. Deep in men's hearts we found the answer to the greater production problem.

1. A common structural weakness in trees, and one that is fatal nine times out of ten, is the V-shaped crotch.

2. The V-shaped crotch—fatal nine

times out of ten—is a common weakness in trees.

1. Sunshine peaches are exceptionally sweet and fresh-flavored, a delight to the palate. They are picked at the moment of perfected ripeness—and packed at once right in the orchard. Served in their own juice they are an ideal winter dessert.

2. Picked at the moment of perfect ripeness and packed at once in the orchard, Sunshine peaches are exceptionally sweet and fresh-flavored. Served in their own juice they are an ideal winter dessert.

■ Emphasis is secured, in all of the foregoing specimens, by placing the important core idea at the opening sentence or paragraph. In still another way, that of stripping the sentence of all unessential words and ideas, can emphasis be considerably increased. In this way the key idea is made to stand out in all of its glaring nakedness. Note the following comparative examples:

1. She was overworked, a drudge, a slave to kitchen pots and pans, and she made up her mind to find relief from it all that very day.

2. A drudge—that's what she was! A kitchen slave! And she would end it all that very day.

1. There was a sudden flash of sparks, a piercing scream of agony, as Smith staggered back a few steps, silently dropped to his knees, and then crumpled to the floor.

2. A flash . . . a recoil . . . a scream—and Smith crumpled to the floor.

1. Now you can make delicious candy without having to cook it.

2. Now—candy without cooking!

Extra emphasis can be secured also through the judicious selection of words. Upon one word many times hangs the difference between a strong, emphatic phrase and a weak one. Compare the following:

Smith *fell* to the floor.
Smith *crumpled* to the floor.

*

Impaired by neglect.
The *victim* of neglect.

*

Time of *uncertainty*—baby's second summer.
Time of *grave fears* and *foreboding*—baby's second summer.

Through the use of certain mechanical expedients in paragraphing and punctuation, it is possible to secure additional emphasis. Note the following comparative examples:

We are charmed by Shakespeare's beautiful English; but the real soul, the real grip in his plays is people. Romeo, the tragic lover; Shylock, the greedy money lender; Macbeth, the murderous king.

Consider that immortal book, the Bible. The great book teaches its tenets and its truth in terms of people. Adam and Eve; John the Baptist; Judas and his 30 pieces of silver; Paul; Lot's wife, who turned to salt.

People, the universal appeal; people that live and laugh and love and hate; people that inspire us, fire us, sadden us, gladden us; people, the most interesting subject in the world.

■ By placing the important key idea at the head of the sentence, as has been pointed out, emphasis can usually be secured most effectively. However, there may be occasions when greater emphasis can be achieved by first "setting the stage" and creating a condition of suspense before the key idea is revealed. Note the following example, which is the opening section of the piece of copy from which we have just quoted:

The most interesting subject in the world

Of all the multiplicity of things in the world, is there among them any one that wins and holds our interest with greatest force?

Is there a "line of least resistance" to human hearts and minds—a point of contact, a method of approach and presentation, that has the surest chance to grip us?

We think there is. We believe the most interesting subject in the world is—*people*.

In this example an element of suspense was injected in the situation, and in this way the key idea was given stronger emphasis. "People" would have lost emphasis if the curtain had been raised at the start.

■ Generally speaking, simplicity and directness is the secret of emphasis. The shortest distance between two points is a straight line. St. John demonstrated this when he portrayed, in a sentence of two short words, the sorrow of his Master, "*Jesus wept*." Nearly always the simplest and most direct form of statement is the most beautiful and forceful and memorable. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383*-page book for permanent reference. Price* $5.95. *Write Advertising Publications,* 200 *E. Illinois St., Chicago* 11, *Ill., for "Salesense in Advertising," available on five days' approval.*

Employe Communications . . .

Corporate Images and Communications

By Robert Newcomb and Marg Sammons
(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

Some of the oldsters in the business of communicating with employes are a bit puzzled over what they refer to callously as this corporate image jazz. The public relations profession, they note, appears to have pounced with emotion and enthusiasm on corporate image building as a new and essential science. Sid Bernstein has already observed that this corporate image talk is "getting a little out of hand," and anyone who has served half an apprenticeship in either public or industrial relations adds that (a) there isn't a single thing new about the corporate image except the silly label they have affixed to it and (b) it's been essential for years that corporations be better known and better liked than they are.

One of the corporations that screams the loudest in its communiques about the importance of the good, clear corporate image presents such a multi-faced, beclouded image in every plant town in which it operates that the situation will take years to correct. The term has suddenly become synonymous with putting on a good front, no matter how shabby the front may have been in the past. Even the nimblest public relations practitioner can't make white out of black that fast; he must have a little moral assistance from the sponsor.

■ Good corporate image building begins at home. No corporation can emerge with a reputation for quality, integrity and good relationships until it has first arranged those good relationships within the plant. Not too many years ago (to quote a classic in communications confusion), a company kept the news of a new product securely under wraps until it was ready for the coast-to-coast announcement. So well guarded was the secret that few employes knew the full story until the story broke in the papers. Employes generally got the scoop from their wives as they entered their homes after the shift, instead of getting it in a straightforward way, in advance of the public, from the management itself. Company prestige plummeted.

■ Employes like to be in the know; they appreciate being told what's coming. If there is something new in the wind, and the employes sooner or later are going to have something to do with it, they are grateful for a little advance word. One of the neatest examples of posting the employe group (and it all ties in with corporate image building) is to be found at Abbott Laboratories in North Chicago, where the pharmaceutical house has come forward with a new trademark, new colors and completely new designs for most of its packages. The "new look" is carrying through the letterheads, invoices and other visual material. Much is made of the newly designed letter "a", which is the core of the new look. All this is carefully explained and colorfully illustrated in a recent issue of "Pharmagraph," the Abbott employe publication. Hans Moller did the design job for Abbott and employes probably experienced a touch of pride when the editors reprinted the cordial comments of the *New York Herald Tribune's* art critic, Emily Genauer, who devoted a column to the Moller designs.

To the old timer in employe communication, corporate image building is certainly to be encouraged—it always should have been. The mistake some of the newer practitioners are making, however, is that they are racing madly down to third without having touched either first or second.

From an Art Director's Viewpoint . . .

'Togetherness' Revisited

By Andy Armstrong

A few months back, this column speculated mildly about advertisers who are forced to share magazine space with frightening editorial matter. It brought up the point that a photo of drowning people trying to escape from an automobile at the bottom of a river, on one half of a page, *might* affect readers' reactions to an automobile product on the other half.

Andy Armstrong

This idea brought good-natured but somewhat confusing response, with overtones of anxiety, through the "Voice of the Advertiser" feature in a later issue. An agency space buyer assured us all, so ponderously that it just *had* to be true, that he always got rebates in such cases. A publisher, afraid everybody would believe this, rushed to deny any part in such a transaction, and obscured the real issue even further.

■ Look, gents, we do not care what arrangements you make, as long as you keep your noses clean. Which you invariably do. But let's try to stay with the question this column sought to raise. Is it fair or unfair for an advertiser to be completely at the mercy of the magazine's makeup man? At the risk of inviting a scintillating defense of the so-called "Free Press," which we all will defend anyway to the last ditch and barricade, let's broaden the question a bit, to keep it unmistakably friendly. Is an advertiser entitled to any beef at all, if he thinks he is handicapped needlessly by the editing? Or should he just shut up and smile and smile, like a baby with colic?

Take Dial soap. This is one of the happiest and certainly one of the most *alive* campaigns ever published. But look what happens to it here. Its joy and vitality are overshadowed by a sickening story of roasted human flesh.

■ Now before anybody flies to a typewriter to defend the right, and the obligation, of an editor to print the news no matter how appalling, let's just notice one pertinent detail. Dial's aura is not sacrificed here for the sake of legitimate news. The charred and despaired-of carcass at the top of the opposite page was photographed 17 years ago. This victim of Boston's Cocoanut Grove fire recovered miraculously and by frightful ordeal, only to die in a second fire *three years ago*, in 1956.

The story does not diminish in horror just because it is old. And because of its age, many will find it cheaply and deliberately sensational. This seems even more unfair to the advertiser compelled, visually and spatially, to associate with it. #

Among new suspension bridges
it's the giant **MACKINAC SPAN**
that dwarfs all others

BUY THE IMPACT!
BUY PUCK!

Sheer magnitude of dimension hits you with an *impact* that never fails to impress. Take, for example, Michigan's new gigantic suspension bridge towering high above the Straits of Mackinac. Once you see this mammoth engineering feat, you won't soon forget it. In PUCK, you can power your advertisements with this same type of mighty *impact* . . . a bigness that batters through indifference to gain and retain attention. Note: *Would you like your advertisements to appear in the highest reader-traffic pages of Sunday newspapers in 26 rich markets? If so, advertise in PUCK.*

*Ad size of digest type page

*Ad size of picture type page

*Ad size of the Big IMPACT PUCK Page

*Pages illustrated above are scaled to proportionate size.

THE MESSAGES OF PUCK ADVERTISERS ARE DELIVERED BY THESE SUNDAY NEWSPAPERS:

Akron Beacon Journal
Albany Times Union
Baltimore American
Birmingham News
Boston Advertiser
Charlotte Observer
Chicago American
Dallas Times Herald
Detroit Times
Ft. Worth Star Telegram
Harrisburg Patriot News
Houston Post
Long Island Press
Los Angeles Examiner
Miami Herald
Milwaukee Sentinel
Newark Star Ledger
New York Journal American
New York Mirror
Philadelphia Bulletin
Pittsburgh Sun Telegraph
Portland Oregonian
San Antonio Light
San Francisco Examiner
Seattle Post Intelligencer
St. Louis Globe Democrat
Syracuse Herald American
Washington Post Times Herald
Wichita Beacon
(Optional) Chicago News

$400,000 Print Push to Promote Creslan, New Cyanamid Fiber

NEW YORK, Sept. 8—American Cyanamid Co. is spending $400,000 in magazines and newspapers this month to boost Creslan, a new acrylic fiber.

The month-long consumer campaign, scheduled to kick off in magazines with a color spread in the Sept. 21 issue of *Life*, carries the theme, "Born of a magic molecule." Also scheduled are ads in *Harper's Bazaar, Living for Young Homemakers, Sports Illustrated, The New Yorker, The Saturday Evening Post* and *Vogue*.

Cyanamid's newspaper schedule includes a special 16-page ad supplement in the Sept. 20 issue of the *New York Times*, plus ads in the Metro Sunday Group and other newspapers.

The September campaign is the first large-scale consumer push by Cyanamid for its trademarked Creslan fiber, which the company said is being used in scores of fall apparel lines. Creslan was brought out last year.

The *Life* spread boosts the versatility of the fabric, while other ads play up luxury and fashion angles (Esquire Socks discover Creslan, Princeton rugs discover Creslan, etc.).

Ben Sackheim Inc. is the agency. #

CHICAGO ADVERTISING AGENCY
SOFTBALL LEAGUE
CHAMPIONS 1959
Charlesworth Wilson Corkran Powell M. Needham Workman Day D. Needham Nelson
Ruhl Hobler Johnson Munsch Lekas Corrigan Neylon

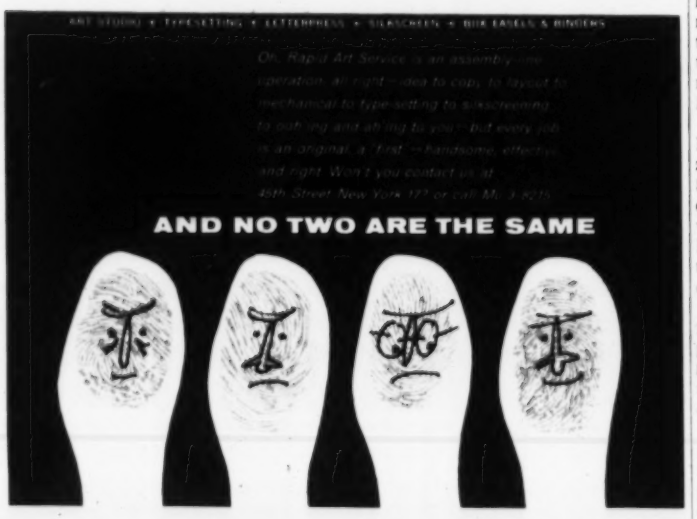
CHAMPS—*For the third consecutive year, Needham, Louis & Brorby has won the championship of the Chicago Advertising Agency Softball League. NL&B President Maurice H. Needham is the team's most rabid fan. Pete Nelson is captain and Joe Neylon is manager. Other members shown here are Pete Ruhl, Ed Hobler, Dick Johnson, Joe Munsch, Tony Lekas, Dick Corrigan, Jim Charlesworth, Jim Wilson, John Corkran, Bob Powell, Bill Workman, Dick Day and Dick Needham. Members not shown are Larry Pauly, Bob Dion, Phil Young, Buzz Smyth, Doug Morrall, Jack Keefe and Don Zable. In its three-year victory run the team has won two tilts against the league's all-star team.*

Colin Baldwin Appointed VP

E. Colin Baldwin has been appointed vp and general manager of Sherwin-Williams Co., Cleveland. In his new post, Mr. Baldwin will continue as president of the Sherwin-Williams Co. of Canada, the position he has held since 1958. Mr. Baldwin joined the company in Cleveland in 1934 and has served successively in market research, sales promotion, advertising, branch operations and as general manager of the company's stocks and distribution department.

'Broadcasting' Hikes Rates

Effective Jan. 1, 1960, *Broadcasting* will increase its minimum circulation guarantee to 25,000 a week. Rates for a b&w page, one time, have increased from $500 to $680, effective Sept. 1. Advertisers already under contract will be protected under the former rates through March 30, 1960.



Premium Promotion Handling, Ads 'Slightly' Better: 'Premium Practice'

Number of Premiums Promoted at Inflated Value Reportedly Dips

NEW YORK, Sept. 8—Advertisers of self-liquidating premiums have shown "a slight improvement" in their methods of advertising and handling these promotions, according to the second annual study of this problem by *Premium Practice Magazine*.

An article, "Laurels of Poison Ivy?," appearing in the magazine's current issue, notes that 50% of the premiums studied were considered to have inflated retail value, a 4% improvement over last year, although more premiums are being offered without claimed value.

Some 73% of the items take four weeks to arrive, a 3% improvement over last year. And more ads are advising consumers to expect to wait four weeks for delivery.

The magazine said there are seven basic consumer complaints revolving around self-liquidating premiums, "all of which can be eliminated with the proper amount of work and care." They are:

1. Misrepresentation or false advertising.
2. Inferior or poor quality merchandise.
3. Non-receipt of premiums.
4. Receipt of damaged merchandise.
5. Delay in delivery.
6. Poor packaging.
7. Liquidation price higher than the price at which same item could be purchased at retail.

■ "It has been stressed before," the magazine commented, "that although many organizations are involved in carrying a premium from the initial planning stage through to the consumer, the responsibility rests solely on the user.

"Though an advertising agency may be charged with the responsibility of setting up an ad campaign, the user must still see to it that, as far as possible, the ads are truthful and do not misrepresent the premium.

"Though a manufacturer must supply a premium item to the user, the user must make sure that the premium will not cause any ill will for the company. Since the user stands to gain most—in the form of increased sales and good will—he must accept the fact that he can lose a great deal through a poor promotion."

The *Premium Practice* article goes on to discuss in detail 28 items which were sent away for by a special consumer panel, and the inspection of these items by a special review board made up of merchandise experts. #

KHUL-FM, Houston, Bows

A new commercial Houston fm radio station, KHUL-FM, will begin broadcasting Sept. 22. The station will present popular music, news and "features of interest to audiences of good education." Studios are at 1700 Holcomb Blvd. General manager is Bob Gardner, and president is T. A. Robinson Jr. It is the city's fifth fm station.

PERSONALS

Get sparkling sales results in the

DAVENPORT METROPOLITAN AREA!

Use Davenport Newspapers to put your sales words in the mouths of 272,600 Quad-City people. Only Davenport Newspapers reach 100% of the consumers in Davenport and Scott County, Iowa, plus profitable thousands in Rock Island County, Ill.

DAVENPORT TIMES-DEMOCRAT MORNING EVENING SUNDAY NEWSPAPERS

Represented by Jann & Kelley Inc.

Circulating Davenport and Bettendorf, Iowa Rock Island, Moline, East Moline, Illinois

Copr. 1959 Sales Management Survey of Buying Power

ARB Network TV Ratings

August, 1959

Copyright by American Research Bureau

PROGRAM POPULARITY

Rank	Program	Rating*
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	34.9
2	I've Got A Secret (R. J. Reynolds, CBS)	30.0
3	Have Gun, Will Travel (Lever, Whitehall, CBS)	28.0
4	Wagon Train (Ford, National Biscuit Co., NBC)	27.8
5	What's My Line (Sunbeam, Kellogg, CBS)	27.2
6	All Star Baseball Game (Gillette, NBC)	26.3
7	77 Sunset Strip (Several sponsors, ABC)	26.1
8	The Real McCoys (Sylvania, Procter & Gamble, ABC)	24.9
9	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	24.7
10	The Price Is Right (Lever, Speidel, NBC)	23.8

TOTAL VIEWERS REACHED

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	38,170
2	Wagon Train (Ford, National Biscuit Co., NBC)	32,090
3	All Star Baseball Game (Gillette, NBC)	29,990
4	Have Gun, Will Travel (Lever, Whitehall, CBS)	29,830
5	I've Got A Secret (R. J. Reynolds, CBS)	29,390
6	The Real McCoys (Sylvania, Procter & Gamble, ABC)	29,380
7	The Rifleman (Miles Labs., Procter & Gamble, Ralston, ABC)	26,430
8	77 Sunset Strip (Several sponsors, ABC)	26,370
9	Maverick (Kaiser, Drackett, ABC)	26,020
10	Welk's Dancing Party (Dodge, ABC)	24,170

* Percentage of homes reached in markets where a show appeared.

**Total number of persons viewing program.

STARTING WITH ISSUE OF SEPT. 15, 1959

THE LOOK MAGAZONE PLAN

So bold, so flexible, so appealing that 58 advertisers ...48 of them new in LOOK...ordered over 300 Magazone insertions before the first issue went to press.

The LOOK MAGAZONE PLAN is *hot* because it is geared to modern marketing needs. It provides advertisers with seven geographic zones, available individually or in *any* combination (see above map). It offers tremendous household reach—1 out of *every* 3 households in most zones. It is tailor-made for seasonal promotions, dealer tie-ins, new product introductions on any area-by-area basis, copy testing, or beefing up of sales in weak areas.

With MAGAZONE you combine top flexibility, tremendous household coverage and unlimited promotional potential with the impact, authority and prestige of one of America's great *national* showcase magazines.

Your LOOK representative will show you how your ideas can become exciting realities in LOOK – the exciting story of people.

LOOK

LOOK offices are situated in New York, Hartford, Philadelphia, Pittsburgh, Cleveland, Atlanta, Chicago, Detroit, Minneapolis, Los Angeles and San Francisco.

'Penalty of Leadership?' . . .

Cantaloupe Marketer Coit Hits Ads in State Grower Program as 'Misleading'

Pioneer Advertiser Is Miffed at Losing Unique Status, Other Grower Says

FRESNO, Sept. 10—Advertising by the California Cantaloupe Advisory Board has been attacked here by Frank Coit, a Mendota producer and shipper, as "misleading and untrue" as well as "a waste of the farmer's money."

The advertising, prepared for the board by the San Francisco office of Dancer-Fitzgerald-Sample, was immediately defended by F. J. Harkness Jr., chairman of the board's advertising committee. "The advertising is not misleading, and we have no intention of withdrawing it," he said.

The board, which has headquarters in the Hotel Fresno, is managed by Paul Smith and operates under California's state marketing order law.

Mr. Coit, an alternate member of the board, has demanded withdrawal of the advertising material as quickly as possible.

■ "The entire California cantaloupe campaign," Mr. Coit declared, "including the in-store advertising material, radio commercials, newspaper ads and transit advertising, informs the consumer that California cantaloupes are 'rushed to you on ice.'

"This is not the truth," Mr. Coit alleged, "and does not apply to Coit Ranch. Yet we are forced by law to contribute to such an advertising folly.

"If an advertising agency, or a state marketing order advisory board intends to waste the farmer's money," Mr. Coit continued, "and, in our case, misinform our customers, then we are in serious trouble."

Mr. Coit asserted that "for the past 9 years I have informed buyers that our car lot melons are not shipped on ice and that all car lots are pre-cooled at extra expense at the Coit packing shed."

■ In replying to Mr. Coit, Mr. Harkness declared, "Mr. Coit uses the same refrigeration methods as nearly all our shippers. He puts crushed ice on top of his refrigerator cars. He uses fans to melt the ice for pre-cooling before his cars are moved.

"En route," Mr. Harkness continued, "Mr. Coit has the car bunkers filled with ice to preserve the quality of the melons until they reach the markets. He and I ship the same trucks to Los Angeles.

"His part of the load," Mr. Harkness declared, "is iced in the same manner as is mine. Our melons are on ice in the same manner a housewife says that she has her vegetables on ice in her refrigerator.

"It's very natural for Mr. Coit to protest the industry advertising campaign," Mr. Harkness explained. "Prior to this year, he was the only shipper who advertised. Under the state's industry marketing order, all shippers are now benefiting."

■ Ralph S. Stone, of Firebaugh, Cal., who is chairman of the advisory board, said that Mr. Coit's contention is "ridiculous."

"In the past," Mr. Stone declared, "Mr. Coit has bitterly opposed some of the board's actions and, as far as I am concerned, this is just a method he is using to get cheap publicity.

"Mr. Coit uses the same methods of cooling cantaloupes as every other shipper," Mr. Stone went on, "but regardless of the exact method, there is ice utilized on every car lot of cantaloupes shipped from the Coit packing shed."

■ Mr. Coit's claim that the board is conducting "an advertising campaign which is detrimental to the marketing" of his own cantaloupes was refuted by Mr. Harkness, who said that for more than a month "the industry has enjoyed a price of $4 a crate or more for cantaloupes.

"We are having one of our best years in history," Mr. Harkness declared, "and much of the success this season is due to our advertising. Housewives are looking for California cantaloupes."

■ Under the California marketing act which created the board, each cantaloupe grower is assessed 3½¢ a crate for operation expenses. Of the total, 1¢ is spent on administration and 2½¢ for advertising and promotion.

Industry spokesmen say that Mr. Coit has paid the 1¢ for administration but has refused to pay the 2½¢ for advertising.

In Sacramento, spokesmen for the state marketing bureau said Mr. Coit's accusations are being investigated and, "if the facts warrant it," the agriculture department will refer the case to the attorney general. #

TWO MILKS—*Bowman Dairy Co. is promoting the idea of a "two-milk family" via the Chicago Daily News and the Chicago Tribune. Four-color full page ads began Sept. 9 in the Tribune. J. Walter Thompson Co. is the agency.*

'Inquirer' Publishes Nikita's 'Blueprint'

PHILADELPHIA, Sept. 9—The *Philadelphia Inquirer* has received permission from Nikita S. Krushchev to become the first publication in the free world to publish selections of the Russian premier's first major book, "For Victory in Peaceful Competition with Capitalism."

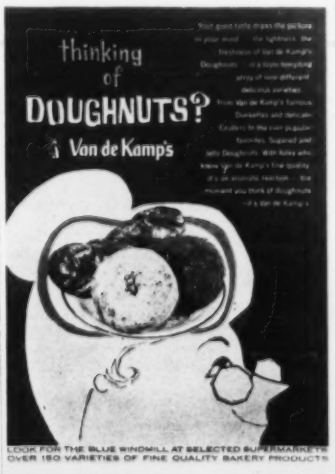
A series of seven articles entitled "Khrushchev's Blueprint for Future" started yesterday in the *Inquirer*.

To insure an accurate translation, conveying Mr. Khrushchev's views exactly as he expressed them, Walter H. Annenberg, editor and publisher of the *Inquirer*, requested the Russian leader to have the translation made by the Soviet government and approved personally by him. This was done.

■ The *Inquirer* is offering reprint rights free of cost to all recognized periodicals for use 48 hours after each instalment appears in the newspaper. All authorized re-publications must carry the following copyright line as a precede to each article: "Copyright, 1959, the *Philadelphia Inquirer* (a division of Triangle Publications Inc.) and Nikita S. Khrushchev."

Photographs never before published will run with the serialization, which will comprise about 25,000 words. Mr. Khrushchev's book was published in Moscow last April on his 65th birthday.

A few hours after the last article appears, Mr. Khrushchev will land in the U. S. for a series of talks with President Eisenhower, a tour of the country and a major address before the general assembly of the United Nations. #


thinking of
DOUGHNUTS?
Van de Kamp's
LOOK FOR THE BLUE WINDMILL AT SELECTED SUPERMARKETS
OVER 150 VARIETIES OF FINE QUALITY BAKERY PRODUCTS

YUMMY—*Four-color page ads like this will appear during October, November and December in the northwestern and southwestern editions of Sunset Magazine for Van de Kamp's Bakeries of Los Angeles, Seattle and Kansas City. Martin & Tuttle is the agency.*

Phone for free cigars!

FREE CIGARS—*General Cigar Co. is giving away free Van Dyck cigars in Chicago, and is advertising the deal with large-space ads in the four Chicago dailies.*

General Cigar Ad Offers Free Smokes in Chicago Test

CHICAGO, Sept. 8—General Cigar Co. started giving away free Van Dyck cigars here today.

The promotion broke with a large space ad in today's *Chicago Tribune*. The ad invited readers to call a local telephone number, give their name and addresses, and stated that a couple of cigars would be mailed to them.

A total of five ads will be used, two in the *Tribune* and one in each of the three other Chicago dailies. The final ad will run Sept. 23, and the offer is good until Oct. 1. A box number is provided in the ads for persons who do not wish to call.

■ General Cigar Co. told ADVERTISING AGE that the promotion is a test and may be used in other cities, depending upon the results. The company ran a similar promotion in Baltimore last February and reported it to be very successful, but cited no figures. The company claims the promotion attracts attention, is an excellent sampling method, and that it boosts sales.

Young & Rubicam, New York, is General Cigar's agency. #

Everett to Everett-McKinney

Everett-McKinney has named Monte Everett, formerly with WTAR-TV, Norfolk, an account executive in its Chicago office. Mr. Everett is the son of Max Everett, president and treasurer of the radio-tv station representative. Everett-McKinney also has been named to represent WLAM, Lewiston, Me., formerly handled by Weed Radio Corp.

Four Stations Join CBS

KTWO-TV, Casper, Wyo., which already is affiliated with NBC-TV, has joined CBS-TV. WCTV, Thomasville, Ga., formerly an NBC-TV primary affiliate, will switch from a secondary to a primary CBS-TV affiliation, effective Sept. 20. WRIG, Wausau, Wis., and KAAB, Hot Springs, Ark., former independents, have affiliated with CBS Radio.

Elliot Joins Politz

George R. Elliot, formerly with Daniel Starch & Staff for 12 years, most recently as western manager, has joined the National Field Service organization of Alfred Politz Research, where he will be in charge of new business development.

Big Results

from a low-cost classified ad.

You sink your teeth into some mighty healthy returns when you run a low-cost (min. $5) message in the Ad Age classified section. You buy the attention of more than 158,000 top marketing men. Try it today or whenever you have something to buy or sell to marketing men.

Use This Space to Print or Type Your Classified Advertising Message

Classified Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper and lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office no later than noon, Wednesday 5 days preceding publication date.

Display Classified Rates: take card rate of $18.75 per column inch, and card discounts, size and frequency apply.

I am enclosing $_____

My Name_____

Street_____

City_____ Z___ State_____

Clip and mail this form to:

THE ADVERTISING MARKET PLACE
ADVERTISING AGE
200 E. Illinois St. Chicago, Illinois
4041 Marlton Avenue Los Angeles 8, Calif.

WESTERN UNION Telegrams-For-Promotion Service delivered my selling message dramatically—to each prospect."

If you've a big story to tell, tell it *big* with Telegrams-For-Promotion Service. Western Union delivers your message to dealers, buyers, everyone on your list *simultaneously*. Your telegram is read . . . and *remembered*. Simply supply Western Union with one copy of your message and your name list. Leave the work — and the impact — to us.

WIRE US COLLECT for the full details. Address: Western Union, Special Services Division, Dept. A-1, New York, N. Y.

SALTY PROMOTION—*Abbott Laboratories, North Chicago, Ill., sent this sample mailing to 103,000 physicians to promote its Oretic, a diuretic. The miniatures of Morton salt emphasize the point that low-salt patients can again have salt in their diet if Oretic is prescribed for the control of hypertension, edema and other conditions.*

Manufacturing Abroad, via Subsidiary or Licensee, Supersedes Exporting: 'Newsweek'

NEW YORK, Sept. 8—"The European market is changing but the American company that plans successfully to meet this change will profit from it."

This is the conclusion of a new study conducted by Allan R. Wilson, marketing consultant, for the international editions of *Newsweek*.

Reviewing the ways in which U. S. companies have developed foreign business in the past, the *Newsweek* study points out that "export trade has become less and less a profitable activity for American companies." Instead, companies competing successfully abroad have turned increasingly to wholly owned foreign subsidiaries or licensing agreements with foreign producers.

This trend, *Newsweek* says, will be accentuated by the European Common Market, which will create a tariff barrier around this six-nation market. To get around this barrier, U. S. companies will have to invest in plants within the ECM or make licensing agreements with companies inside the cordon.

■ The study points out that U. S. companies still have many opportunities abroad. Three factors are cited:

- Europe and other parts of the world still lack capital.
- European companies continue to welcome U. S. investments on a joint ownership basis.
- With the recent moves toward currency convertibility, American companies "should find less difficulty in taking profits and dividends out of their foreign operations."

Newsweek says that, whatever the form of participation, "it seems clear that U. S. companies must establish a corporate identity and acceptance for their products overseas.

"The advantages of having a common product identity within the European Common Market are clear. Furthermore, it would seem prudent to identify the product as of European origin, rather than as an imported American product. Such an identity has worked to the great advantage of such firms as Necchi and Schweppes in the U. S. market."

The *Newsweek* study is based on interviews with a number of leading international business executives. Their comments shed additional light on these problems.

One pharmaceutical company executive said, "Language differences are important. The European Common Market still has five different languages, and it will be 100 years before individual members begin to think alike. Local preparation of advertising is important."

An oil company official said that as the European Common Market grows, "nationalistic emphasis may diminish" and his company may establish one ECM parent company instead of six affiliates.

A business machine manufacturer called exports "a minor consideration" and said its interest in the ECM "is principally that of a company already established in this territory."

■ An executive of an electronics producer noted that his company used to export excess U. S. production, but this proved to be difficult as foreign countries developed economically.

"New and radical change in design or technology where our products show definite superiority over all competitors can still be profitably exported," he said, "but only until local production technology and design catches up with our own. Then we soon find ourselves with licensing agreements—or preferably have built our own plants, using local labor—with the country to which we had previously exported."

■ An executive of a large industrial company also emphasized the importance of local operations abroad and he also handed out some free advice to *Newsweek*.

"A successful publication," he pointed out, "should be relevant to the life experience of the people it reaches. There are great opportunities in foreign advertising. Our own advertising for the U. S. last year was in the neighborhood of $10 billion. Overseas advertising amounted to about $400,000,000 or 5% of the U. S. expenditure.

"Good publications reflect important events. German publications show this currently. An economic revolution is going on in the country, and its better publications reflect it. *Newsweek* has an opportunity in these foreign markets, but it cannot develop as an export edition of the U. S. edition. It will have to develop according to the needs of the major foreign circulation it proposes to cover."

Pillsbury Moves in Latin America

MINNEAPOLIS, Sept. 8—Paul S. Gerot, president of Pillsbury Co., told stockholders today that the company is going to build a $2,000,000 flour mill in Venezuela.

This is Pillsbury's first capital investment outside the North American continent. The Minneapolis miller is also going to supply wheat and technical know-how to a Guatemalan company, which will market Pillsbury brands.

Pillsbury has been known as the world's largest flour exporter. The company noted today, however, that export opportunities have diminished with the construction of flour mills in countries that formerly imported much or all of their flour.

Pillsbury appointed Grant Advertising to handle its export advertising last April. #

IRELAND OFFERS AID TO MANUFACTURERS

CHICAGO, Sept. 9—American companies which plan to sell in the European Common Market can save money by placing at least part of their operation in Ireland, according to a Dublin adman.

Peter Owens, managing director of Domas Ltd. Advertising & Marketing, described to ADVERTISING AGE the Irish government's liberal offer to foreign companies.

To encourage foreign industries to set up production, assembly or distribution facilities in Ireland, Mr. Owens said, the government will pay up to 75% of the cost of erecting the facilities, will help cover the cost of training local help, and will give full remission on all taxes on profits for export for 10 to 25 years.

The reason for the generosity, he explained, is the lack of employment in Ireland and the consequent drop in population as the unemployed move to England.

The adman pointed out that the extra profits from tax remissions could be used for advertising purposes in Europe, thus providing more selling power.

■ Mr. Owens is in the U. S. as part of the government-sponsored International Exchange Project and is studying marketing techniques, particularly as related to food products.

He said that while at Syracuse University, he took a course in television production, to prepare for the introduction of tv in his country.

Ireland has no tv stations, he said, but there are about 40,000 sets in Ireland in areas close enough to permit reception of programs aired by English stations.

"Television is coming to Ireland in about two years or less," Mr. Owens said. "It will probably be operated along the lines of our radio system, which is government controlled."

With radio, sponsors buy one or more 15-minute segments and provide the entertainment as well as the commercials. Commercials are limited to 100 words per segment, and the product can be mentioned only five times during each 15 minutes.

■ The major reason for the delay in bringing tv to Ireland, he said, consisted of technical variations among European countries. They vary in number of lines used for a tv image, making interchange of programs a problem. Ireland wants to wait to see which system will be generally accepted.

"No one of course knows what effect television will have on our advertising," Mr. Owens said, "but the general opinion is that it will help sell goods. Right now our primary media are national newspapers (eight dailies and three Sunday) and radio. The provincial newspapers, cinema and bus posters are also important in any campaign."

From studying tv in the U. S., Mr. Owens has developed three guideposts which he said he will use in his own tv commercial production:

- "Make the visual most important."
- "Keep the message simple."
- "Utilize sound to full effectiveness."

■ Mr. Owens' agency, Domas, reportedly is the third largest in Ireland, billing approximately $450,000, plus fees for marketing services.

"The whole of advertising in Ireland," he said, "including point of sale and everything, probably runs about £3,000,000 ($8,400,000) annually. It's increasing year by year."

Domas' U. S. clients include S. C. Johnson & Son; Procter & Gamble; Trans World Airlines; Coty Inc. and Hotel Federation of America. The agency also has some 60 local clients, including Goodbody's Irish soda bread mix, Irish Sugar Co. and Batchalor's Foods. #

Sargent to 'Herald Tribune'

Dwight E. Sargent, formerly editorial director of the *Portland Express, Press Herald* and *Telegram*, has been named editor of the editorial page of the *New York Herald Tribune*. Mr. Sargent's appointment follows the ascendancy in July of Robert M. White as president and editor of the daily (AA, July 20).

Cyanamid Boosts Issing

Donald C. Issing, who joined American Cyanamid Co., New York, in 1957, has been named manager of advertising and promotion for the textile chemicals department.

KING-SIZE MATTRESS—*Serta Associates, Chicago, will spotlight its King-Length Perfect Sleeper "Luxury" mattress with this color page and facing b&w page in the Oct. 5 issue of Life. A b&w spread is also scheduled for the October issue of Good Housekeeping. Tatham-Laird, Chicago, is the agency.*

BUY A KING-SIZE MARKET
EL PASO
CAPITAL CITY OF
The Fabulous Southwest
CLOTHING
13 clothing factories in El Paso employing over 4500 persons makes clothing a major industry.
Further proof that El Paso is still on the GROW
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
TWO Separate Newspapers...ONE LOW RATE---BUYS BOTH!

ENDORSEMENT—*Weyenberg Shoe Mfg. Co., Milwaukee, has obtained testimonials for its shoes from the entire Milwaukee Braves team. The ad appeared in the Labor Day issue of Sports Illustrated and will be backed by a page in the Milwaukee Journal. Cramer-Krasselt Co. is the agency.*

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc., New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

CELEBRANTS—*Among the 1,000 people who turned out for the "maximum tower" party staged by KTVI, St. Louis, in New York, were Gloria Mahaney, J. Walter Thompson Co., and John Blair, Blair-TV.*

Rayco Breaks New Campaign

Rayco Mfg. Co. broke a new campaign Sept. 8 featuring "omnibus" advertising for the company's expanded line of automotive products. A pioneer in "installed-while-you-wait" automobile seat covers, Rayco introduced 15-minute muffler installation two years ago and this year expanded into shock absorbers on the same basis. A new convertible top and expansion on the West Coast will be heavily promoted. Insertions ranging from 400 to 1,500 lines are slated from one to five times weekly in 90 papers in 70 markets. Spot commercials are slated for 87 radio stations in the same number of markets and a tv spot campaign is scheduled for 53 stations in 50 markets. A Christmas tie-in with Ideal Toy Corp. is also planned. Mogul, Lewin, Williams & Saylor, New York, is the Rayco agency.

Little Brand Sells 4 Books

Little Brand Publications, New York, has sold four fan magazines—*Stardom, TV & Screen Life, Hepcats* and *Secret Life*—to West Park Publications, New York. Maurice Murray and Fred Kline will become co-publishers. Mrs. Bessie Little, president and publisher of Little Brand, said her company would continue publishing nationally distributed magazines, with additional titles to be announced shortly. The teen, record, movie, tv and confession fields will be included, she said.

Rutstein to Exquisite Form

Leonard Rutstein, formerly advertising manager of the eastern division of Philco Distributors, has been appointed advertising manager of Exquisite Form Brassiere Inc., New York, succeeding Theodore Braude, who resigned several months ago to join Lanolin Plus.

Ted Robinson to PR Aids

Ted Robinson, formerly manager of the Savannah office of George & Glover Advertising, has joined Public Relations Aids Inc., New York, as manager of the trade media research department.

Plaza de Toros de BARCELONA

SENSACIONAL CORRIDA DE TOROS
SEIS MAGNIFICOS TOROS — D. JOSE ESCOBAR
Manuel Rodriguez MANOLETE
JOE SMITH
y ANTONIO BIENVENIDA
YOUR NAME HERE

Now! . . . Show All Your Friends
You, Too, Have Lived Dangerously!
Your Name
On A Genuine
Bullfight Poster

Impress and puzzle your friends with this large 17" x 28" bullfight poster, featuring **your name** among those of **other** famous matadors. This authentic poster, using the original art work and printing plates, in full color makes a dramatic eye-catching decoration for home or office — or a truly personalized gift for your bull-throwing friends. Poster imprinted with your full name or any other name you specify—only $2.98 ppd. 2 posters, with 2 different names $5.75 ppd. **Order now.**

Mailed in a round mailing tube, not folded. Ready to frame or hang on wall.

Be the first matador in your set.

Send check or money order.

ORDER BY MAIL ONLY!

SPENCER GIFTS
ET-3 Spencer Bldg., Atlantic City, N. J.
Copyright 1959, Spencer Gifts, Atlantic City, N.J.

'Chicago American' Slates Big Push on Mechanical Changes

CHICAGO, Sept. 8—The *Chicago American* Sept. 23 will break a $200,000 ten-week circulation promotion campaign, using just about every consumer medium in the book, focusing on changes in the newspaper.

The campaign will break with page ads in the *American* and in its new parent, the *Chicago Tribune*. There also will be:

- 9' panels on 3,000 buses, elevated trains and commuter trains and 158 24-sheet outdoor posters throughout the metropolitan area.
- Nightly spots on WGN-TV throughout the ten-week period and 1,500 radio spots on WAAF, WCFL, WLS and WMAQ, plus mentions by "dozens of tv and radio personalities, newscasters and disc jockeys."
- 230 posters on *Chicago American* trucks, more than 15,000 posters on phone poles, fences and buildings along major commuter thoroughfares, and 50,000 door knob hangers on doors of non-subscriber households.
- 5,000 metal lapel buttons to be worn by news boys, drivers and sales people; cards on 7,000 honor racks; cards on 3,000 newsstand aprons; 1,000 displays on corner newsstands; 14,000 window stickers and posters, and spectaculars on the *American's* present Hearst Square Bldg. and on the WGN Bldg., its prospective home.
- Give-aways of thousands of copies of the *American* by carriers and operators of major newsstands.

The promotion effort, expected to taper off somewhat after the first ten weeks, will promote three changes in the newspaper. One of these will be the availability of four-color advertising.

■ The newspaper won't say just what the other two are, but trade sources indicate they will relate to the *American's* years-old effort to build a new public image of the newspaper to replace lingering visions of the *American* as a rough-tough 1920s-style newspaper. The newspaper has intensified this effort since it was purchased by the Chicago Tribune Co. in October, 1956. The *American* is now being printed on *Tribune* presses.

Grant, Schwenck & Baker, Chicago, is handling the promotion effort. ≠

Doner & Peck Adds Flexees

Flexees Inc., New York, manufacturer of swimwear and foundation garments, has appointed Doner & Peck, New York, to handle its advertising, effective Oct. 1. A budget in excess of $600,000 is planned for next year. The present agency is Durand Advertising.

Tly these 2 gleat new Red L Dinners!
Flozen Flench Flied Shlimp or Scallops with all the extla fixings!
Tomollow is Fliday... a gleat day to enjoy Red L Flozen Flied Shlimp! Come up with a change of pace for your menus. There's no time like the plesent to tly Red L Shlimp. They're plump, bleaded and deep-flied...so good you can hardly stand it! Lemember, Red L can be served on any day with an "L" in it, not just Fliday, but, Satulday, Sulday, Molday, Tuesday, Welnesday, or even Thulsday! In flozen food cabinets evelywhere!

ORTHOGRAPHIC ODDITY—*Red L Foods Corp. mangles conventional spelling in these newspaper ads for its line of frozen seafoods.*

Flozen Seafoods Fine on Days Other Than Fliday, Say Whimsically Spelled Red L Ads

NEW YORK, Sept. 8—Chain store buyers in eastern cities recently received in the mail a plastic model of an underwater diver tagged: "Watch plofits go up." There was no indication as to who sent the model.

They soon found out, though. The teaser was an advance promotion from Red L Foods Corp., heralding the company's fall campaign for its line of frozen fish.

The campaign itself begins next week. It features the diver—plus divers misspellings. The first ad, which will run Sept. 17, carries the following copy:

"Tomollow is Fliday—a gleat day to enjoy Red L flozen flied shlimp! Come up with a change of pace for your menus. They're plump, bleaded and deep-flied—so good you can hardly stand it! Lemember, Red L can be served on any day with an 'L' in it; not just Fliday, but Satulday, Sulday, Molday, Tuelday, Welnesday, or even Thulsday! In flozen food cabinets evelywhere!"

■ The Red L campaign is scheduled through the rest of the year. Each insertion will continue these misspellings as a way of getting attention.

Ed Bluhm, president of Red L, said that one of the aims of the campaign is to get consumers to use fish in meals throughout the week—not merely on Friday.

Red L now markets a 10-item line in eastern areas. The new campaign will introduce two new products—French fried shrimp and scallop dinners. The campaign will include an introductory offer; buy two of these new dinners and get a third one free.

Except for insertions in the *New York Times Magazine*, the campaign will run entirely in newspapers. On the schedule are newspapers in New York, Westchester, Long Island, Boston, Hartford, New Haven, Bergen, Plainfield, Providence, Bridgeport, Troy, Albany and Schenectady.

Smith/Gleenland Co. is the agency. ≠

2, 3-Car Families Still Increasing: 'American Home'

PHILADELPHIA, Sept. 10—A survey for advertisers in the automotive trade reveals that the percentage of families with two or more cars in July had increased to 34.8% from 22.2% in June, 1953, among the *American Home* magazine readers questioned.

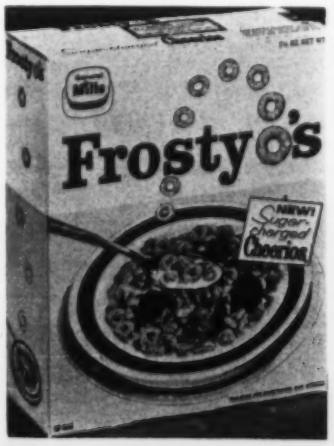
The *American Home* consumer panel is comprised of approximately 2,500 housewife-subscribers representing all states and the District of Columbia. There were replies from 1,798 in the July, 1959 survey. The 1953 survey was the magazine's earliest auto survey.

The survey showed that 5.5% of respondents had three or more cars, against 2.3% in 1953. The body style owned has also changed, with a definite trend toward hard top convertibles and station wagons.

■ Joint decisions of husband and wife in selecting the make of the car bought (64.5%) still outnumber husband decisions (29.5%) and wife decisions (6.0%). There has, however, been a decline in joint decisions in favor of separate decisions when compared with 1953. In that year, 68.2% made their selections by joint decisions; 22.9% were made by husbands and 3.1% by wives.

Gasoline company credit cards are owned by 53.9% of the car owners questioned, and 81.3% of those who own credit cards said they usually buy the card issuer's brand of gasoline.

Of those who said they planned to buy a car within the next 12 months (36.6%), 33.7% said they would buy four-door sedans, 16.6% two-door sedans, 26.1% station wagons, 7% hardtop convertibles and 3.2% regular convertibles. ≠



O-O-O-O—*General Mills is introducing its new Frosty O's, a pre-sweetened oat cereal, via its television shows and Sunday comics sections in 150 markets. The 9½-oz. package will sell at about 29¢.*

A Technique for Producing IDEAS

Where do the moneymaking ideas come from—those ideas which make success novels, radio and television programs, moving pictures sales campaigns and businesses?

James Webb Young, one of the highest paid idea men in the advertising business, set out to answer this question for his students at the University of Chicago. The result is a little book which you can read in an hour but will remember the rest of your life.

In the simplest and clearest of language Mr. Young has succeeded in describing the way the mind works in all creative people. He gives you the formula which they consciously or unconsciously follow in producing ideas. He shows you how to train your mind so that idea production is, as he says, "as definite as the process by which motor cars are produced."

Enthusiastically endorsed by sales managers, editors, college professors and students, poets, advertising men, salesmen and business executives who have read it. Send for your copy of A TECHNIQUE FOR PRODUCING IDEAS now. Only $1.25 postpaid.

ADVERTISING AGE, 200 E. ILLINOIS ST., CHICAGO 11, ILL.
Attn.: Book Department

McCALL'S TODAY IS TEMPTATION AU GRATIN

(THAT'S WHY McCALL'S TODAY TEMPTS HER TO BUY)

McCall's readers feast their eyes on the visual treats that have placed McCall's first in food editorial linage...and how they respond! Month after month has sold out at newsstands and subscription renewals keep increasing, allowing us to raise our circulation guarantee to 5½ million (up 300,000) effective next February, with no increase in cost per thousand for 4-color or 4-color bleed. The decision to eliminate the bleed premium was made possible by new presses developed exclusively for McCall's magazine. This is another reason why advertisers are attracted to McCall's today. It follows naturally that advertising was UP in the third quarter, and that the October issue closed 25 full advertising pages ahead. It also follows that more food advertisers are putting McCall's at the top of their list.

COMPARE THESE PER M COSTS:

	PAGE, 4-COLOR	PAGE, 4-COLOR, BLEED	PAGE, B&W
McCall's UP 300,000	5.01	5.01	3.80
Ladies' Home Journal UP 200,000	5.56	6.39*	3.97
Good Housekeeping UP 200,000	5.35	5.88**	3.88

Based on Latest Rate Announcements

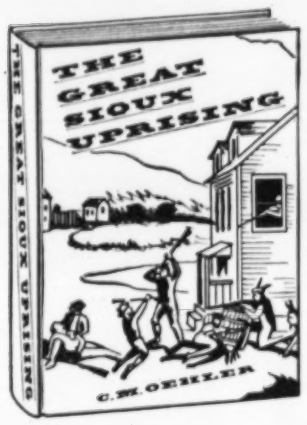
*27% higher than McCall's

**17% higher than McCall's

THE LANDING STRIP

as seen by
JOHN BURGOYNE & BILL MASTERSON

We hear from C. M. "Chet" Oehler, that distinguished man of letters and author of the current best-seller *The Great Sioux Uprising*, that sales of his book (cover illustrated below) have now overtaken *Lady Chowderhead's Brother*, or whatever it is.



Indeed! Buy a copy and find out why even the Sioux Indians call this "the most SURPRISING book of our times!"

* * *

Early this summer, one manufacturer of a canned food product (previously not promoted in warm weather because it had always been considered a cold weather dish) decided to find out if it was the thermometer or a tradition-based marketing misconception that determined the summer dip in his sales curve. Minneapolis, Canton, and Louisville were selected for the test, and BURGOYNE store panels and field personnel—already active in these cities—began checking product unit sales before, during, and after a special four-week promotion. When field reports were turned in—tabulated by our IBM department—the study completed—and presented to the client—no man ever wished more that he had started a project ten years earlier. An old Confucian homily goes: "Men who say, 'you can't sell refrigerator to Eskimo', has never been north of Natchez."

* * *

While Natchez is not presently one of our active test cities, we do have some 50 markets in which Burgoyne store panels are set up and ready for audit on a market test of your product. If you would like a list of these cities, write or phone, we'll send the information same day.

Burgoyne
GROCERY & DRUG INDEX, INC
FIRST NATIONAL BANK BLDG., CINCINNATI 2, OHIO

Over 7,000,000 Vehicles on Road, Bureau Estimates

Commerce Dept. Unit Counts 70,416,000 Cars, Trucks and Buses in Use

WASHINGTON, Sept. 9—The feeling that roads are more crowded than ever before is no illusion. The Bureau of Public Roads estimates that motor vehicle registrations for 1959 will reach 70,416,000, an increase of 3.1% over last year.

The estimate, based on reports of state registration agencies, includes 58,591,000 passenger cars (a 3% increase over '58) and 11,825,000 trucks and buses (a gain of 3.5%).

The bureau, a unit of the Department of Commerce, noted that for the first time since 1955 the rate of increase in registrations is higher than the previous year. Annual increases in recent years have been:

1954 ..	**4.1%**	**1957** ..	**3%**
1955 ..	**7.2%**	**1958** ..	**1.7%**
1956 ..	**4%**	**1959** ..	**3.1%***

***Estimated**

■ Nine states account for 51% of the 1959 registrations, the bureau noted. California leads with an estimated 7,300,000, followed by New York with 4,900,000. Texas and Pennsylvania each have slightly more than 4,000,000; Ohio, Illinois and Michigan over 3,000,000; New Jersey and Florida over 2,000,000.

Arizona leads in anticipated increase in total registrations with 9.6%, followed by Florida with 7%, Utah with 6.1% and New Mexico with 5.7%. Only six states will have gains of less than 2%, the bureau reports. #

Mogen David, Derby Foods Sponsor ABC-TV Shows

Mogen David Wine Corp., Chicago, will sponsor "Charlie Weaver's Hobby Lobby," a new half-hour show on ABC-TV starring Cliff Arquette, which will bow Wednesday, Sept. 30 at 8 p.m., EDT. Mr. Arquette, in his role as Charlie Weaver, will interview guest stars and guest hobbyists each week. The agency for Mogen David is Edward H. Weiss & Co.

Other new business at ABC-TV includes an alternate-week buy of "Colt .45" by Derby Foods, Chicago. The half-hour drama, starring Wayde Preston, will be seen Sundays, at 7 p.m., EDT. Nestle Co.'s alternate-week purchase was announced earlier. The agency for Derby Foods is McCann-Erickson.

Lan-O-Sheen Slates 725 Newspaper Ads in Five States

A "clean sweep" advertising campaign, blanketing 19 newspapers in five states, has been scheduled for the fall promotion of Lan-O-Sheen and Lan-O-Wipe cleaning products by Lan-O-Sheen Inc., St. Paul. A total of 725 ads have been scheduled to appear in Minnesota, Iowa, Wisconsin, North Dakota and South Dakota newspapers between Sept. 9 and Dec. 10.

Bozell & Jacobs, Minneapolis, is the agency for Lan-O-Sheen products.

New Film Producer Formed

John A. Fitzpatrick, formerly president of Video Expediting & Library Service, has formed a new company, Video Dispatch, at 619 W. 54th St., New York, to produce tv commercials, syndicated films and industrial films. Mr. Fitzpatrick will act as president of the new company; Donald E. Melanson, previously with *TV Guide*, will be vp in charge of sales.

Preliminary Estimate of 1959 Motor Vehicle Registrations

Source: Bureau of Public Roads, U. S. Department of Commerce

August 1959

STATE	AUTOMOBILES			TRUCKS AND BUSES			TOTAL MOTOR VEHICLES		
	REGISTERED 1958	ESTIMATED 1959	PERCENT INCREASE 1959/1958	REGISTERED 1958	ESTIMATED 1959	PERCENT INCREASE 1959/1958	REGISTERED 1958	ESTIMATED 1959	PERCENT INCREASE 1959/1958
Alabama	924,937	966,000	4.4	220,734	231,000	4.7	1,145,671	1,197,000	4.5
Arizona	408,572	448,000	9.7	113,378	124,000	9.4	521,950	572,000	9.6
Arkansas	449,631	470,000	4.5	193,031	199,000	3.1	642,662	669,000	4.1
California	5,947,555	6,150,000	3.4	1,065,608	1,136,000	6.6	7,013,163	7,286,000	3.9
Colorado	651,404	677,000	3.9	189,522	198,000	4.5	840,926	875,000	4.1
Connecticut	902,439	931,000	3.2	126,276	128,000	1.4	1,028,715	1,059,000	2.9
Delaware	133,185	137,000	2.9	43,748	46,000	5.1	176,933	183,000	3.4
Florida	1,784,000	1,913,000	7.2	292,726	310,000	5.9	2,076,726	2,223,000	7.0
Georgia	1,079,762	1,131,000	4.7	268,641	276,000	2.7	1,348,403	1,407,000	4.3
Idaho	242,073	247,000	2.0	106,707	113,000	5.9	348,780	360,000	3.2
Illinois	3,126,904	3,195,000	2.2	442,659	457,000	3.2	3,569,563	3,652,000	2.3
Indiana	1,572,963	1,613,000	2.5	342,404	352,000	2.8	1,915,367	1,965,000	2.6
Iowa	1,006,986	1,040,000	3.3	237,301	246,000	3.7	1,244,287	1,286,000	3.4
Kansas	841,134	857,000	1.9	264,293	276,000	4.4	1,105,427	1,133,000	2.5
Kentucky	886,758	905,000	2.1	236,697	248,000	4.8	1,123,455	1,153,000	2.6
Louisiana	875,047	909,000	3.9	222,504	234,000	5.2	1,097,551	1,143,000	4.1
Maine	282,392	292,000	3.4	74,845	77,000	2.9	357,237	369,000	3.3
Maryland	905,513	945,000	4.4	139,939	143,000	2.2	1,045,452	1,088,000	4.1
Massachusetts	1,501,182	1,542,000	2.7	188,340	191,000	1.4	1,689,522	1,733,000	2.6
Michigan	2,717,338	2,760,000	1.6	391,679	397,000	1.4	3,109,017	3,157,000	1.5
Minnesota	1,208,133	1,250,000	3.5	268,097	279,000	4.1	1,476,230	1,529,000	3.6
Mississippi	484,981	502,000	3.5	186,880	191,000	2.2	671,861	693,000	3.1
Missouri	1,301,093	1,342,000	3.1	314,730	323,000	2.6	1,615,823	1,665,000	3.0
Montana	245,983	251,000	2.0	113,332	117,000	3.2	359,315	368,000	2.4
Nebraska	518,058	531,000	2.5	164,172	171,000	4.2	682,230	702,000	2.9
Nevada	113,919	120,000	5.3	35,026	36,000	2.8	148,945	156,000	4.7
New Hampshire	193,364	202,000	4.5	44,972	46,000	2.3	238,336	248,000	4.1
New Jersey	1,969,114	2,050,000	4.1	271,483	276,000	1.7	2,240,597	2,326,000	3.8
New Mexico	289,297	305,000	5.4	102,448	109,000	6.4	391,745	414,000	5.7
New York	4,367,918	4,467,000	2.3	508,830	517,000	1.6	4,876,748	4,984,000	2.2
North Carolina	1,233,558	1,281,000	3.8	312,255	316,000	1.2	1,545,813	1,597,000	3.3
North Dakota	221,274	227,000	2.6	107,799	112,000	3.9	329,073	339,000	3.0
Ohio	3,369,998	3,425,000	1.6	441,211	450,000	2.0	3,811,209	3,875,000	1.7
Oklahoma	817,400	836,000	2.3	272,589	286,000	4.9	1,089,989	1,122,000	2.9
Oregon	676,801	701,000	3.6	167,957	173,000	3.0	844,758	874,000	3.5
Pennsylvania	3,491,352	3,585,000	2.7	562,756	573,000	1.8	4,054,108	4,158,000	2.6
Rhode Island	285,980	294,000	2.8	38,190	38,000	(2/)	324,170	332,000	2.4
South Carolina	682,276	708,000	3.8	157,007	164,000	4.5	839,283	872,000	3.9
South Dakota	244,973	253,000	3.3	92,364	96,000	3.9	337,337	349,000	3.5
Tennessee	980,438	1,025,000	4.5	222,967	231,000	3.6	1,203,405	1,256,000	4.4
Texas	3,287,993	3,343,000	1.7	855,797	883,000	3.2	4,143,790	4,226,000	2.0
Utah	300,772	317,000	5.4	79,055	86,000	8.8	379,827	403,000	6.1
Vermont	116,963	119,000	1.7	28,450	29,000	1.9	145,413	148,000	1.8
Virginia	1,154,745	1,175,000	1.8	224,932	228,000	1.4	1,379,677	1,403,000	1.7
Washington	1,039,268	1,079,000	3.8	241,533	253,000	4.7	1,280,801	1,332,000	4.0
West Virginia	476,771	479,000	0.5	116,851	118,000	1.0	593,622	597,000	0.6
Wisconsin	1,252,659	1,282,000	2.3	256,372	260,000	1.4	1,509,031	1,542,000	2.2
Wyoming	129,979	135,000	3.9	57,713	60,000	4.0	187,692	195,000	3.9
Dist. of Col.	175,849	179,000	1.8	21,924	22,000	0.3	197,773	201,000	1.6
Total	56,870,684	58,591,000	3.0	11,428,724	11,825,000	3.5	68,299,408	70,416,000	3.1

1/ These estimates were made by the Bureau of Public Roads on the basis of State reports of motor-vehicle registrations in the early months of 1959, and information available on current trends, motor-vehicle production, and other factors. They include both privately-owned and publicly-owned motor vehicles, except those owned by the military services. Registrations shown for 1958 are from Table MV-1, 1958.

2/ Although rounding to "even thousands" seems to indicate a decrease of 0.5 percent in Rhode Island truck and bus registrations, the data available indicate that 1959 registrations will be about the same as for 1958.

Webb, Ryan Join Palmer

Nancy Webb, formerly a public relations account supervisor with Batten, Barton, Durstine & Osborn, and James Ryan, formerly an account group manager in the pr department of G. M. Basford Co., have joined Palmer, Codella & Associates, New York agency, as account executives.

POURER—*Mr. Boston Distiller introduces its new plastic pourer, packaged with its brands on a year-round basis, in ads running October-January in Argosy, Ebony, Esquire, Life, Look, Newsweek, Playboy, The Saturday Evening Post, Sports Afield, Sports Illustrated and True.*

Advertisers' Answers to Queries Are Slow, Impersonal: Nahser

CHICAGO, Sept. 9—How good are national advertisers at carrying the ball after they've invested in a major medium?

Not so hot, according to a survey completed for American Automatic Typewriter Co. by Frank C. Nahser Inc., the agency.

Nahser had one of its researchers write by hand to 63 companies advertising in the March 21 issue of *The Saturday Evening Post*, inquiring about products or services advertised. Here's what happened.

- 17 form letters and printed notes were received.
- 19 were literature or brochures alone, with no letter.
- 21 personally typed letters came in.
- Two companies telephoned to answer the inquiry.
- Four companies failed to reply at all.

This means that two-thirds of all replies were handled impersonally.

■ Also, the average company took 12 to 14 days to reply. In actual fact, some companies took a great deal longer. Curtis Publishing Co. took 76 days to send a typed letter with data; Corn Products Co. took 65 days to send a printed note, with booklets; the refrigerator department of General Electric took 43 days to send literature and a form letter, the appliance division took 37 days, the lamp division, 27 days, the dishwasher department took 24 days.

Four companies took only three days to answer: Kaywoodie Pipes; Mayflower Transit; Delco Radio; Wells Mfg. Others took 17, 18, 22 days to reply.

American Automatic Typewriter Co.'s interest in all this is obvious. The company makes the Autotypist, which enables companies to handle such queries in a personalized way. #

Remington Sets Record Insert

Remington Arms Co., Bridgeport, Conn., is running a 32-page insert in the November issue of *Guns & Hunting*, bi-monthly published by Maco Magazine Corp. The ad section, presenting the entire fall line of the gun company, is billed as the largest in history of the sporting firearms and ammunition industry. Batten, Barton, Durstine & Osborn is the agency.

Wetmore Joins FC&B

Andrew Wetmore, formerly staff executive with the American Assn. of Advertising Agencies, has joined Foote, Cone & Belding, New York, as assistant account executive on the Equitable Life Assurance account.

Haas to 'Times-Union'

Herbert P. Haas Jr., formerly with Hearst Advertising Service, has joined the *Albany Times-Union* as assistant ad director.

P. O. Consultant to Help Shape '60 Rate Change Bid

(Continued from Page 2)
gress in April.

■ According to Mr. Gillette some aspects of the McKinsey study will be primarily "long term" and will go beyond immediate rate requirements. In particular, he mentioned a study to determine the potential impact, if any, of mechanization on the classification structure.

"Now that we are really getting into mechanization," Mr. Gillette said, "we have to make a study of this kind so that we will be prepared to make any changes which may be advisable."

Other sections of the study, of more immediate application, will explore the adequacy of the existing level of rates and the reasonableness of the existing classifications of mail. Mr. Gillette said he did not visualize any recommendations in the immediate future involving changes in the existing classifications.

■ Meanwhile, the Post Office Department reported that mechanization is reducing man hours required to handle mail, thus cutting post office costs.

A release distributed here today said that during a four-week period ended Aug. 21, 1959, the highly mechanized Washington post office used only 382,089 hours of clerk and mail handler labor to process a quantity of mail which would formerly have required 438,692 hours.

At $2 per hour, this savings of 56,000 clerk hours in August represented a reduction of more than $100,000 in labor costs, the release pointed out.

The department also reported that its introduction of the metropolitan area plan during the past 12 months has assured next-day delivery in 43 major metropolitan areas, which account for populations totaling about 100,000,000 people. Among the large areas receiving improved service through improved routing and scheduling procedures are New York, Chicago, Los Angeles, Philadelphia, Detroit and Washington. #

Newspaper R.O.P. Color Use Up 33% in July, Hoe Says

NEW YORK, Sept 11—Newspaper r.o.p. color linage in July totaled 11,990,407 lines, up 33.7% over linage reported for July, 1958, according to an r.o.p. color report issued today by R. Hoe & Co.

Color linage for the first seven months of the year totaled 81,913,138 lines, a 23% gain over linage for the comparable 1958 period.

Advertisers of gasolines and oils were biggest users of r.o.p. color in July, using a total of 1,097,524 lines. They were followed by beers (774,581 lines), dairy products (490,659), soft drinks (465,991) and new passenger cars (428,692).

Among advertisers, Shell Oil Co. was the top user of newspaper color in July, with 309,245 lines. Shell was followed by Pepsi-Cola (246,632 lines), Ford (214,406), Eastern Air Lines (185,006) and Kodak Products (151,683 lines).

The Hoe report is based on a Media Records check of 400 newspapers in 130 cities. #

'Purchasing Week' Joins ABP

Purchasing Week, a McGraw-Hill publication, has been elected to membership in Associated Business Publications, New York.

HISTORY—*Fifth and sixth generation members of the Beam family, gathered at the Clermont, Ky., well where Jacob Beam began distilling bourbon in 1795, are featured in the fall ad program of James B. Beam Distilling Co. Edward H. Weiss & Co., Chicago, is the agency.*

Beam Boosts Bourbon, Family History, Too, in Fall Campaign

CHICAGO, Sept. 10—James B. Beam Distilling Co. this month will launch the largest fall campaign in its history to promote Beam Kentucky straight bourbon.

The drive will include full-color pages in newspapers in 40 cities between mid-September and mid-November; ads in *Life* and *Look*; a separate program to promote Beam's Choice, a premium bourbon, and a program featuring the six-generation Beam family history in the art of distilling.

The Beam's Choice campaign, which features drawings of Archimedes, Galileo and other men of the past, under the theme, "Genius," will be primarily in the *Wall Street Journal*.

■ The Beam family's 164-year history will be told in a "Jacob's Well" picture, which will alternate in newspapers with the full color Jim Beam ad. *Life* and *Look* also will carry both the Jacob's Well and color Jim Beam ads, with a total of six pages scheduled in each magazine this fall.

A point of sale merchandising program will back the print drive. In addition, liquor retailers will receive two teaser postcards about the Jacob's Well ad, followed by a replica of the ad, which will arrive the day before it appears in local newspapers.

Edward H. Weiss & Co. is the agency. #

HELP WANTED—*F. E. Compton & Co., Chicago publisher, has perhaps the biggest and most costly want ad ever scheduled running exclusively in the Sept. 14 issue of Life. The page ad, a one shot, offers prospective employes a minimum $140 per per month (halftime) selling the company's picture encyclopedia. Schwab, Beatty & Porter, New York, is the agency.*

Last Minute News Flashes

Liggett & Myers Adds Duke to McCann Brands

NEW YORK, Sept. 11—Liggett & Myers is introducing its new high-filtration king-size Duke cigarets and has appointed McCann-Erickson, the agency for Chesterfield and Oasis, to handle the advertising. Duke goes into distribution next week in Atlanta, Boston and Cincinnati and will move into New York and Chicago by Oct. 1. Ad plans include pages in all leading newspapers, saturation spot schedules on radio and tv, commercials on three network tv programs and outdoor and transportation advertising.

Gould Named 'Ladies' Home Journal' Ad Director

NEW YORK, Sept. 11—*Ladies' Home Journal* has named Maurice S. Gould, formerly general sales manager, its advertising director, effective Jan. 1. He succeeds Richard Ziesing Jr., who will retire as vp and ad director. Replacing Mr. Gould as general sales manager is Richard L. Cullen, formerly sales manager at the *Journal*. James A. Shellenberger, ad and promotion manager, has been appointed assistant ad director, a new post. Mr. Shellenberger's assistant, John M. Dower, becomes ad and promotion manager.

Consolidated Freightways Shifts to Richards Agency

MENLO PARK, CAL., Sept. 11—Consolidated Freightways has named Fletcher Richards, Calkins & Holden, San Francisco, to handle its $150,000 advertising account. The new agency takes over Oct. 1 from Cole & Weber, Portland, Ore., and on Jan. 1 from Curtiss, Quinlan, Keene & Peck, Indianapolis.

Therm Inc. Names Gaynor & Ducas

ITHACA, N. Y., Sept. 11—Therm Inc., a new advertiser producing dies for turbine blades, and precision machining of special high-temperature alloy steels and other difficult-to-machine materials for rockets and missiles, has appointed Gaynor & Ducas, New York.

Grant Mum on Hicks & Greist Merger Talk

NEW YORK, Sept. 11—A top executive of Grant Advertising here said he could "neither confirm nor deny" reports that Grant is merging. But "we're always interested," he said, and noted that a contemplated merger could involve more than the local office. Grant has held recent merger conversations with Hicks & Greist, but H&G says there's "nothing in the wind." At Grant, meanwhile, John W. Heeney Jr., pr director, has left to join the pr department of Sylvania Electric Products.

Bantob Sues 'Tobacco Leaf' for $500,000

NEW YORK, Sept. 11—Bantob Products Corp., manufacturer of Vanguard, a no-tobacco cigaret, today brought suit for $500,000 damages against *Tobacco Leaf*, a business paper, charging it with inciting the tobacco industry to action calculated to destroy its cigaret.

Turtle Wax Adds Parti-Day; Other Late News

• **Turtle Wax Inc., Chicago,** has acquired Parti-Day Inc., the exclusive selling agency for aerosol dispensed toppings manufactured by Liquid Carbonic division of General Dynamics Corp. Liquid Carbonic will continue to make chocolate, marshmallow, butterscotch and fudge toppings for Parti-Day as a wholly-owned subsidiary of Turtle Wax. At the same time, the company changed its name from Turtle Wax-Plastone Co. to Turtle Wax Inc. D'Arcy Advertising Co., Chicago, will continue to handle Parti-Day. Bozell & Jacobs is the Turtle Wax agency. A "substantially expanded ad program for Parti-Day" is being planned.

• **Gene Accas** has been promoted from associate media director to the newly created position of vp for network relations at Grey Advertising Agency, New York. Mr. Accas will continue to report to Dr. E. L. Deckinger, vp and director of media strategy.

• **Norman, Craig & Kummel,** in an expansion of its Chicago operations, has appointed A. L. Chopp to the new post of director of the Chicago office. Mr. Chopp formerly was with General Electric Co.'s major appliance division as advertising and sales promotion manager of the range department. George Paneff, media director, has been advanced to general manager of the agency's Midwest operation. The agency will move to new offices in the Board of Trade Bldg. Sept. 14.

• **Charles B. Foote** has been named director of advertising—a new title—and David J. Phillips has been appointed director of public relations for State Farm Insurance Companies, Bloomington, Ill. The positions formerly were held by Robert D. Bischoff, who has received a special assignment on the staff of the State Farm president. Mr. Foote formerly was advertising superintendent; Mr. Phillips previously was public relations superintendent.

• **Freberg Ltd.,** Los Angeles, has been retained by Young & Rubicam to produce a new broadcast ad campaign for Kaiser aluminum foil. The agreement calls for the creation of two one-minute and two 30-second animated spots for broadcast Oct. 18 on "Maverick," and three one-minute spots plus six one-minute radio spots to begin running in key markets Feb. 1.

• **Masonite Corp.,** Chicago, has elected Paul B. Shoemaker vp in charge of marketing and F. O. Marion vp in charge of sales. Mr. Marion, general sales manager since August, 1952, succeeds Mr. Shoemaker, who has been the company's sales executive since 1951.

• **Maitland Jones** has resigned as vp and creative director of Fletcher Richards, Calkins & Holden, New York.

• **Douglas Burch,** formerly media director at Leo Burnett Co., Chicago, has joined Reach, McClinton & Co., New York, in the same capacity.

• **Beacon Wax Co.,** Cambridge, Mass., has placed "the first three-color ad in a New York city daily." The page insertion—in two colors and black—will appear in the Sept. 14 issue of the *New York Post*. Allied Advertising Agency, Boston, is the agency.

• **Chesapeake & Potomac Telephone Co.,** a part of American Telephone & Telegraph Co., switches its advertising account to Cargill, Wilson & Acree, Richmond, Va., Jan. 1, 1960. N. W. Ayer & Son, Philadelphia, has handled the account for many years.

• **Joseph E. Angiolillo Jr.,** formerly a marketing manager in the international division of Chesebrough-Pond's, has been appointed a vp of Wertheimer Freres, marketer of Chanel, Bourjois and Barbara Gould Products.

Helene Curtis Drops Best Shop, Screens Agencies

(Continued from Page 1)
than one agency."

The decision to drop the Best agency will not affect the company's other two agencies—McCann-Erickson, which handles Spray Net and Tempo hair spray, and Edward H. Weiss & Co., which has Enden, Stopette, Gaytop Lanolin Discovery and King's Men—Mr. Lipson said.

The three men who will choose the new agency or agencies are Willard Gidwitz, president; George M. Factor, vp in charge of products and Lentheric-Kings Men divisions, and Mr. Lipson.

■ The last agency shakeup at Helene Curtis came more than two years ago, when the company dropped Earle Ludgin & Co. (AA, July 22, '57). A month later, the company took on McCann-Erickson (the agency got about $3,500,000 in billings) and shifted brands assigned to Weiss and Best.

When McCann entered the picture, that agency got Shampoo plus Egg in addition to Spray Net. The Shampoo plus Egg product has since moved back to the Best agency.

Helene Curtis billed an estimated $9,000,000 last year (AA, Aug. 31), and it is expected to increase its advertising expenditures to $11,000,000 this year—the same amount the company invested in 1957. For the past three years billings on the account have been split fairly evenly among the three agencies.

■ Helene Curtis reported sales of $47,295,151 and earnings of $1,804,620 in its fiscal year that ended Feb. 28, 1959. The company has hiked sales 445% and earnings 885% in the past seven years.

The dismissal of the Best agency came as a surprise to more than one person close to the field Suave hair dressing for women, which Best had handled for the last nine years, is the No. 1 women's hair dressing, with some 40% of that market and with a lead of about three-to-one over its nearest competitor.

In the big shift two years ago the Best agency added between $500,000 and $1,000,000 in billings.

Helene Curtis said Best will continue to place advertising for all the products it has been handling until a new agency is named. #

GF Sets Drive for Birds Eye Frozen Foods

General Foods Corp. broke advertising Sept. 17 in 145 newspapers, *Everywoman's Family Circle*, and on tv spots to promote its Birds Eye frozen food sales. Young & Rubicam is the agency. Built around the full Birds Eye line, the campaign will focus on the "store within a store"—the frozen food department—by offering the consumer a new concept in meal planning convenience.

A recipe booklet featuring new ideas, meal planning suggestions and especially created combination recipes for multiple use of frozen foods will be offered consumers for any three Birds Eye labels or can tops. Extensive point of sale material will also be distributed to retailers.

Kraft, Smith Adds Peerless

Peerless Meat Products Co., Chehalis, Wash., has appointed Kraft, Smith & Ehrig, Seattle, to handle advertising for Chow Time meat products, which are marketed primarily in southwestern and central Washington.

Rockford Hits NIAA 'Leadership Lack'; Withdraws

(Continued from Page 1)

to do.

"We have a going, breathing, living thing. We're geared to go—to produce tangible member benefits. There's no percentage in stopping to put out brush fires, as has been done in the past," Mr. Harty said.

When contacted by AA, Mr. Morris acknowledged that no member of the Rockford chapter had attended the national NIAA convention last spring in San Francisco (*see earlier story on Page 90*). "I don't think any of the companies which belong to our chapter would have supported a delegate to the convention," he said.

When questioned about the voting to withdraw from NIAA, Mr. Morris declined to give vote totals, but said that 22 of the 39 active members were present and the measure carried by better than a two-thirds majority. "It was almost unanimous," he said. The chapter also has 16 associate members.

■ Following is the full text of Mr. Morris' letter to Mr. Harty:

"After careful consideration and with natural regret, the membership of the Rockford chapter has voted to withdraw from the National Industrial Advertisers Assn. and operate independently as the Rockford Advertising Club.

"While the recent increase in national dues was a factor in precipitating this action, it does not tell the whole story. Since it would be presumptuous of the Rockford chapter to analyze any but our own problems, because of the differences in requirements of the various chapters, we will confine our comments to our own relationship with the national organization.

"Affiliation with a national organization, in theory at least, should provide the chapter and its members with greater prestige and the opportunity to achieve far-reaching results of benefit to all industrial advertisers through the joint efforts of all the chapters working in harmony with national headquarters. Unfortunately, this has not worked out in practice.

■ "The leadership and assistance that should come from the national organization have been sadly lacking. This fact plus differences on fundamental issues make the continuation of a strained relationship unprofitable to everyone concerned.

■ "A few specific weaknesses in the national headquarters-chapter relationship apparent to us are: (1) Lack of communication between national headquarters and chapter, including too few personal contacts between national officers and chapter; (2) inadequate instructional material on advertising and marketing subjects designed to upgrade skills of individual members; (3) lack of assistance and information for guiding local educational programs; (4) sponsorship of projects by national headquarters that are strongly opposed at the chapter level, with the result being a lessening in prestige of the national organization; (5) failure of the national organization to provide an organized plan of action to justify an increase in dues.

■ "In view of the foregoing, the membership of the Rockford chapter believes that expending five-sixths of total dues as in the past or seven-eighths with the recently voted increase is not in our best interests. We are, therefore, planning a more comprehensive program at the local level that will provide greater benefits for our members, the companies they serve, and the community at large. By having additional funds available we feel confident we will be able to attain our goals.

"We certainly do not intend to isolate ourselves from advertising and marketing activities in other areas. It is our belief that we can continue to exchange information with individuals and companies in other locations while operating within our planned framework," the letter concluded. #

PEEL-APART AD—*U.S. Steel, Pittsburgh, is running this page of Steelmark stickers in the September issues of three trade publications. The stickers peel off the page so retailers can apply them to products made of steel "and see how they help sell anything that's made of steel." BBDO is the agency.*

General Cigar Buys 'Deputy'

General Cigar Co., New York, has signed to co-sponsor NBC-TV's new half-hour western adventure series, "The Deputy," starring Henry Fonda, which will start Saturday, Sept. 12, at 9 p.m., EDT. General Cigar's buy was made through Young & Rubicam. Kellogg Co. was signed earlier as alternate-week sponsor.

Jerks Socks Sets Campaign

Jerks Socks-Wovenright, a division of the Burlington Hosiery Co., Cincinnati, will promote its Chessie socks during September and October on "Art Linkletter's House Party" (CBS-TV). The company will also run a half-page ad in the December *Esquire*. Ted Menderson Co., Cincinnati, is the agency of record for Jerks Socks.

Only DELTA offers true JET service to ATLANTA
DELTA
DELTA
DELTA
DELTA
DELTA Royal JET Service
...Starting Sept. 18
non-stop to Atlanta
9:20 am and 4:00 pm
The DC-8
Make reservations now with your Travel Agent or phone PLaza 1-6600
In New Jersey, phone Mitchell 2 2228
Ten ticket offices in the Metropolitan area
DELTA AIR LINES

SLATED FOR TAKE-OFF—*New York and Miami newspapers carried half spreads, like this one in the New York News Sept. 8, to announce Delta Air Lines' jet service. Similar ads will run in Detroit, Chicago, Dallas, New Orleans and Miami. Magazines, radio, outdoor and direct mail also will be used. Burke Dowling Adams Inc., Atlanta, is the agency.* *(Story on Page 2.)*

Manischewitz Hikes Budget 25% for Fall Drive

(Continued from Page 1)

wine . . . because it tastes so good." The result has been that the company has increased sales "better than 10% in each of the past two years."

This fall the "everybody's wine" theme will be further extended in a campaign suggesting that Manischewitz is good "whichever way you drink it—in a wine glass, on the rocks, with a mixer, or in a highball with vodka."

Four color pages in *Life* have been scheduled, starting with the Sept. 21 issue. Tv spots will be aired in about 60 markets, augmented by radio spots in about 30 markets.

■ Two different campaigns have been planned, one promoting the company's grape wines, the other boosting its fruit wines. For the grape wines, the theme will be: "The taste of luscious grapes comes through (whichever way you drink it)." The illustration will show Manischewitz served in a wine glass, on the rocks and in a highball, with a large cluster of grapes suspended over the three glasses.

Ads for the fruit wines will combine the previous headline: "Who says you can't drink cherries and berries?" with the new theme, "In a wine glass . . . on the rocks . . . in a highball, Manischewitz fruit wines taste like the fruit itself."

This fall the company is also bringing out a redesigned bottle, which will be on the shelves by the holidays. The "four-square" shape has been retained, but the bottle has been slimmed down and has been made slightly taller.

■ The redesigned labels will be color-keyed to each of the company's eight wines and will picture the particular fruit or grape from which each wine is made. Heretofore all the labels have been the same color.

The fall display program includes tumble bins, counter displays, shelf talkers, shelf strips and window and counter signs. A sampler gift package of six different wines is being offered for Christmas selling.

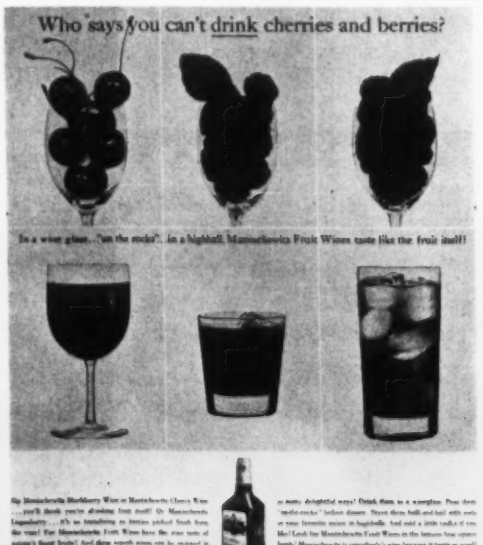
Lawrence C. Gumbinner Advertising is the agency. #

George Wiswell Joins EWRR

George C. Wiswell Jr., formerly vp and director of Chambers, Wiswell, Shattuck, Clifford & McMillan, has joined Erwin Wasey, Ruthrauff & Ryan, New York, as account executive and member of the business development group. His responsibilities will be in the eastern division, with emphasis on the New England market.

Carey Succeeds Crandell

Marylin C. Carey has been named director of press relations of Point-of-Purchase Advertising Institute, New York, to succeed Nancy Crandell, who retired from that position Sept. 1. Miss Carey was formerly librarian of POPAI.


Who says you can't drink cherries and berries?
In a wine glass..."on the rocks"...in a highball, Manischewitz Fruit Wines taste like the fruit itself!
MANISCHEWITZ FRUIT WINES
100% PURE · CHERRY · BLACKBERRY · LOGANBERRY · SPECIALLY SWEETENED · MANISCHEWITZ WINE CO. NEW YORK

VERSATILE—*Manischewitz Wine Co. will run these color pages in Life this fall to promote new ways to drink its wine.*

Battle of Pacific Northwest Dailies Reaches Court

(Continued from Page 1)

ing statement that Unitypo was organized in 1946 as a "modern defense arm" to maintain competition where a strike was in progress and the struck paper had a monopoly. He said that beginning in 1950 Unitypo made a series of loans to the *News*. He added that the union merely wanted "to get back to work with a fair contract" and argued that there was no conspiracy, just legal competition between the two dailies.

■ Joseph A. Barto, attorney for the Parish interests, argued that the *News* has never been "a subsidized tool of the printers' union." This is "just a competitive situation between two newspapers," he added.

Alfred J. Schweppe, representing the union defendants, told the court that a group of newspaper publishers, through the Pacific Northwest Newspaper Assn., has assisted the *Herald* in its fight against ITU and Unitypo. Mr. Schweppe charged that the association has furnished "strikebreakers, mechanical equipment, and financial aid" to the *Herald*. Earlier Mr. Jonson had acknowledged that the *Herald* had received $55,000 in aid from unidentified publishers.

■ First witness called today was Mr. Philip, president of Scott Publishing Co., who told the history of the formation of the *Tri-City Herald*.

The case is being heard without a jury before Judge W. D. Murray, of Butte, Mont. Action of the union defendants in agreeing to trial without jury came as a surprise on the opening day of the trial. In dismissing the jury panel, Judge Murray remarked that prospective jurors should be grateful "because this case will take two or three months to try." #

Reinhold Promotes Halliday

Robert J. Halliday, since 1953 district sales manager of *Chemical & Engineering News*, an American Chemical Society publication, for which Reinhold Publishing Corp., New York, acts as advertising management, has been appointed assistant sales manager of the publication. Before joining Reinhold, Mr. Halliday was in the special sales department of Warner Bros. Picture Corp.

'Intrusive' TV Power Urged on Pet Food Group

CHICAGO, Sept. 10—"Intrusive" advertising, apparently a budding slogan of broadcast media, was identified, labeled, lauded and damned, all in one lively media session at the Pet Food Institute's second annual convention here today.

The concept was brought up by Norman E. "Pete" Cash, president of the Television Bureau of Advertising, who described it as a special faculty of tv for presenting emotion-toned messages to emotionally involved audiences; which, Mr. Cash said, tv audiences are when they come to their sets.

■ He explained that viewers go to their tv sets as a "friendly, reliable, absorbing" medium in search of personal entertainment, that "they come to their sets preconditioned to a rather intense emotional involvement with the programming and with the commercials.

"Our contention," Mr. Cash said, "is that this is an ideal climate in which to intrude a message to an audience," a climate which he said is peculiar to tv audiences.

To demonstrate this "intrusiveness," he screened ads for Calo cat food, Rival dog food and Purina Dog Chow.

"The emotional appeal of all of Purina's commercials has unquestionably been a major contributing factor to the effect of Purina's substantial (85% of the budget in 1958) investment in advertising," Mr. Cash asserted.

The "intrusive" theme is going to be developed extensively at TvB's convention here this fall, Mr. Cash noted.

■ The "intrusive" idea came up again when Robert H. Alter of the Radio Advertising Bureau used the word to describe radio's capacity to put messages in people's minds by repetition of themes. He cited radio spots for Rival, Red Heart and Dash as examples of this.

Mr. Alter emphasized that radio's special advantage in pet food advertising is its ability to pinpoint markets and reach housewives who do most of the buying.

■ But Arthur H. "Red" Motley, publisher of *Parade*, charged that "intrusive" ads are exactly the ones that are most objectionable to people, and for just that reason; that they come as intrusions. And these are mostly found in broadcast media, he asserted.

Mr. Motley explained that truly intrusive ads cannot fail to annoy people because they intrude on the mood of, and are not compatible with, the medium involved. The only way an ad can be intrusive successfully, he emphasized, is if it is in tune with the mood and state of mind that the audience is in for that medium.

In a very conciliatory mood today, Mr. Motley cited a Chevrolet tv ad Mr. Cash had screened as an excellent example of an ad compatible with the medium carrying it.

■ While emphasizing that he believed all media are of value to advertisers, he stressed that print ads have several special assets:

• They offer color for package identification, which broadcast media presently don't.

• Print media offer the advertiser the advantages of the personality they gain from the confined appeal each publication has. Broadcast media can't do this nationally, Mr. Motley said, "nor should they attempt it, because they must maintain extremely broad appeal everywhere."

FIRST CHERCE—*Hound expert Jimmy Durante chose Miss Sandy Fairbank's basset hound, Phoebe, as Miss Pet Food of 1959 at the Pet Food Institute's annual convention.*

• Print media provide advertisers with vehicles that are, for the most part, constant. He pointed to the large number of tv shows that advertisers get associated with every year, only to see the shows tumble from popularity and die, leaving the sponsors in search of new vehicles, he said.

■ But regardless of what their media selections are, Mr. Motley said, pet food advertisers ought to concern themselves with two major tasks. First, they should undertake a major educating job on pet owners, teaching them the importance of the right kind of food for their pets. And second, he said, these advertisers must learn how to merchandise better than they do at present.

He also scored pet food makers for exhibiting a "fascination" with the idea of "going national" with products and often failing to market in depth in any one place. The big successful products rarely go national over night, he emphasized. They work gradually, market by market, doing a complete marketing job wherever they go and following up their promotions wherever they go.

■ C. E. Stiteler Jr., sales manager of Western Empire Direct Mail Advertising Co., warned the pet food advertisers against using coupon promotions unless they can back them up with steady advertising and merchandising.

"A coupon promotion all by itself," he said, "isn't worth a tinker's damn." It has to be supported by advertising, not only during the coupon distribution period but during the weeks and months afterward, he added.

Coupons have two basic functions, he emphasized:

• They motivate, with a price offer, a consumer's initial purchase of a product.

• They develop distribution in areas that are otherwise hard to penetrate, often because of the diversity of competitive products.

■ The following up-to-date picture of the pet food market was given to the convention by Arden Crawford, vp of Market Research Corp. of America:

The nation has 25,500,000 cats, 23,800,000 dogs and 12,200,000 birds as pets. The cats are owned by 12,200,000—or 24%—of the nation's families. This comes out to 2.1 cats per owning family. Farmers tend to keep more cats than city people do.

The dogs are owned by 17,000,000 families, or 34% of the population. Average number of dogs per owning family is 1.4. The birds are owned by 8,500,000 families, 17% of the population, coming to about 1.4 birds per bird-owning family.

These figures, however, represent only the potential pet food market, Mr. Crawford pointed out. There are still an enormous number of people who feed their dogs and cats left-over foods. Farm families particularly, he said, buy much less prepared food proportionately than do other pet-owning families. And it's the farm families who have the largest cat families under their roofs, he pointed out.

■ Some other interesting research findings to play around with:

"In large metropolitan areas the number of people purchasing dog food exceeds the number who own dogs. In many instances," Mr. Crawford said, "we find families who are caring for neighbors' dogs. There are also quite a number of cat-owning families who buy dog food."

Dog food, which constitutes the largest share of pet food sales, has enjoyed a steady sales gain since 1949, Mr. Crawford pointed out. Using the 1949-'50 period as 100%, sales rose to 111% by 1951, to 136% by 1955 and 157% by 1958.

These percentages included both dry and canned dog food. Between these types, dry dog food has been gaining in importance since 1953 and now accounts for 45% of the market in terms of pounds. Canned dog food, which in 1953 accounted for 40% of the market in terms of pounds, dropped to 55% in 1958.

Mr. Crawford predicted that all dog food sales by 1963 will be 23% higher than the 1957 sales figure.

■ New Pet Food Institute officers elected at the convention are Joseph V. Getlin, Rival Packing Co., reelected chairman; J. P. McFarland, General Mills, elected vice-chairman; Norman Berkness, Carnation Co., elected secretary-treasurer, and Henry A. Bucklin, Byrne Marcellus Co., reelected president. Marcellus Co., Chicago, is the association management organization which manages the Pet Food Institute. #

Jacobsen Sets 16-Page Insert

Jacobsen Mfg. Co., Racine, Wis., power mower manufacturer, ran a 16-page insert in the September issue of *Hardware & Housewares*. The insert was part of an expanded trade relations program which will include space in other hardware and garden equipment publications, farm implement media and professional magazines. Aves, Shaw & Ring, Chicago, is the agency.

Engel Joins 'Sunday' Staff

Arthur Engel Jr., formerly with Cresmer & Woodward, has joined Metropolitan Sunday Newspapers Inc. as a New York salesman for *Sunday*.

Johnson Moves in N.Y.

Johnson Publishing Co., Chicago publisher of *Ebony*, *Jet* and *Tan*, has moved its New York office to 1270 Sixth Ave.

Multer Bill Seen Blocking OBA Until Congress Reconvenes

WASHINGTON, Sept. 10—The Own a Bit of America organization seemed to be waging a losing battle this week in its request for a yes or no from a House judiciary subcommittee which is handling H.R. 8107, the Multer bill, preventing business men from using U.S. savings stamps as merchandise premiums.

Hamilton Mitchell, vp of Reuben H. Donnelley Corp., had told the subcommittee last Friday that the OBA promotion is having difficulties getting under way because of the "cloud of uncertainty" created by the bill (AA, Sept. 7).

He could not, however, get any commitment during the hearing from members of the subcommittee, which is under the chairmanship of Rep. Thomas Lane (D., Mass.). The subcommittee had a meeting yesterday—possibly its last this year—but Rep. Lane told ADVERTISING AGE it could not take up the Multer bill because it is awaiting additional information which it has requested from the Treasury.

With Congress rushing to adjourn, he would not indicate whether the committee will act on the bill now or let the issue remain undecided until the next session.

■ During his appearance, Mr. Mitchell said the Own a Bit of America promotion, offering savings stamps in exchange for coupons clipped from products of participating merchants, can sell millions of bonds, but that so far only B. T. Babbitt Co., originator of the plan, is participating.

He said that to date Donnelley has distributed OBA brochures to more than 1,000 potential participants and has contacted at least 200 in person. "It should be clear to this committee, he said, "that the mere fact that the bill is pending—making participation in this program an offense—is a serious deterrent, which causes any company to hesitate to make the investments in labeling and advertising that are necessary to cooperate in this promotion."

He observed that the plan can be effective, so far as the Treasury is concerned, only if there are a great number of participants. This participation is needed to achieve the maximum promotional benefit, he explained, under a financing plan which provides the OBA advertising fund with 1¢ for each coupon that is redeemed. Donnelley also collects its customary 2¢ for each coupon it redeems. #

'Downtown-Manhattan Courier' Bows in New York Sept. 14

A monthly newspaper serving "the richest square mile on earth" will bow on New York newsstands Sept. 14. The *Downtown-Manhattan Courier* will cover local events in an area south of Park Place. The section includes New York's financial and business district.

According to the publisher, N. H. Mager, a readership survey showed that the area has 106 millionaires, 256,000 working suburbanites, 1,200 fulltime residents and 33,000 gun-carrying individuals (like bank guards). "The last figure excludes cops and soldiers," said Mr. Mager. The tabloid-size monthly will base ad rates on $1 per line and have an initial controlled circulation of 50,000.

RAB Adds 113 Stations

Radio Advertising Bureau, New York, added 113 stations to its membership roster during June, July and August, a 68% increase over the same period last year. RAB hit the 1,000-station mark in June. Its aim is 1,150 station members by the end of 1959.

DEBUT—*Two new cakes made with fresh fruit will be introduced nationally by Kitchens of Sara Lee, Chicago, with color newspaper ads like this, beginning Sept. 15, part of Sara Lee's largest newspaper drive to date (AA, Aug. 31). Cunningham & Walsh is the agency.*

Mogul Deletes Lewin Name from Agency's Door; He's 'Relieved'

NEW YORK, Sept. 11—The board of directors and stockholders of Mogul, Lewin, Williams & Saylor have voted to change the agency's name to Mogul, Williams & Saylor, effective immediately, the agency's president, Emil Mogul, announced.

Apprised of the action, A. W. Lewin, former chairman of the board, commented: "I'm rather relieved to have my name out of juxtaposition with Mr. Mogul's. It's very gratifying to me."

Two arbitration hearings involving Mr. Lewin and the agency are pending. One, concerning repurchase of Mr. Lewin's stock, is scheduled for the American Arbitration Assn. Sept. 16. The second, dealing with an alleged breach of contract claimed by Mr. Lewin, is set for Sept. 17 in the offices of attorney Julius Wikler, one of the arbitrators.

■ Mogul, Lewin, Williams & Saylor was formed Jan. 1 through the merger of Emil Mogul Co. and Lewin, Williams & Saylor. A. W. Lewin Co. was founded in 1936 and was merged with Williams & Saylor in 1951. The late Ralph W. Williams died shortly thereafter. Henry H. Saylor retired from Williams & Saylor (founded in 1921) in 1927.

Mr. Lewin was out of MLW&S about four months after the merger and since then has filed the two arbitration proceedings. There has never been a public explanation for his departure by either party. #

BBDO Adds Standard Oil of California Segment

The San Francisco office of Batten, Barton, Durstine & Osborn has been named to handle foreign trade advertising for Standard Oil Co. of California, Western Operations Inc. The account formerly was handled by Gotham-Vladimir, San Francisco.

M. A. Mattes, the Standard unit's advertising manager, said that BBDO, which creates all other retail advertising for California Standard, was chosen "in order to achieve a coordinated retail advertising program throughout the western operation." International editions of magazines, as well as newspapers, radio, outdoor and point of sale will be used to cover Central and South American markets in which the company's products are sold.

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

AGGRESSIVE YOUNG MIDWEST AGCY. URGENTLY NEEDS TOP PEOPLE
Two copywriters; food, drug or automotive. Two assistants to art director, layout & art. Experience & talent will dictate salary. All usual benefits plus surroundings of happy creative shop. Send resume.
Box 2897, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PR ASSISTANT for advertising department, division national equipment manufacturer near Chicago. Must be self-starter with minimum three years experience in industry or agency. Degree preferred, but will consider equivalent experience. Plenty of growth opportunity. Send resume and salary requirements.
Box 2873, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SUCCESSFUL N.Y. BOOK PUBLISHER offers partnership opportunity to mature sales promotion writer and administrator. Send complete resume.
Box 2875, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING ASSISTANT
Leading farm equipment manufacturer has opening for bright, young advertising assistant. We offer pleasant working conditions, all benefits, unlimited advancement opportunity. We require young man to prepare sales literature intelligently, handle trade shows and fairs, create promotions for our dealer network. This job requires administrative ability as well as creative ability and is challenging because it is not routine. Located just outside New York area. Starting salary to $6,000. Must have advertising experience on manufacturing level with background or knowledge of agricultural industry. Send resume and letter telling about yourself to:
Box 2874, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

BARNARD'S
A Specialized Placement Service
ADVERTISING, PR, EDITORIAL, SALES, SECRETARIAL & GEN OFF
call or write
Miss Barnard Mr. Pollard
WA 2-2306, 220 S. State St., Chicago 4

PUBLICITY MEN - PART TIME
NEWSPAPER EXPERIENCE, COVER YOUR LOCAL AREA, REPLIES CONFIDENTIAL.
Box 2902, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SEASONED COPYWRITER WANTED by well-financed smaller agency serving wide range of consumer and industrial accounts. Location is in medium-sized city with many good-living advantages. Good starting salary too—with a real ground-floor opportunity to go ahead with a fast-growing organization. Send complete resume with salary requirements to
Box 2877, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MEDICAL WRITER—NEAR K. C.
Excellent opportunity for young man with established, fast growing medical institution. Must have proven ability to write effective selling copy. Work directly under president. Unlimited advancement possibilities. Answer fully and state starting salary desired.
Box 670 ADVERTISING AGE
200 East Illinois St., Chicago, Ill.

ART BUYER, Male. Good job in Phila—for ex A.D. or Photo Salesman must be exp. in Adv. Art, Color Photog. Should be interested in Home Furnish.; cooperative, methodical. Write fully exp., education, family status, salary required. **G. M. Wilbur, N.W. Ayer & Son, Inc., 208 South 7th Street, Philadelphia 6, Pa.**

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
469 E. Ohio St., Chicago, SU 7-2255

ART DIRECTOR
Great fun for a one-man gang, well-organized and self-startish enough to be able to ignore the cacaphony of two presidents, a slightly mad copy writer, a girl Friday and a barking dog across the way. Euphonious, medium sized Baltimore agency needs a fast, considerably above average A.D. for layouts, comps and production - the latter mandatory. Resumes treated in confidence.
Box 2899, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALESMAN
Leading trade magazine has opportunity for California sales representative. Man must be capable of self-organization, function with minimum supervision. Salary $7200 with liberal opportunity to build income. Write full experience.
Box 2900, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist, which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

CAN YOU SPARK IDEAS AND WRITE CREATIVE COPY?
Wanted—Alert Account Executive on the way up, with sufficient experience to staff between $7500 and $9000 and earn substantial promotions—no top limit. Send resume and samples which we promise to return.
Morse Flagler, Flagler Advertising Inc., 170 Franklin St., Buffalo 2, N. Y.

SCRIPT WRITER
Motion Picture and
Sound-Slide Film Writer
Large multiple-line insurance company has opportunity for professional talent in expanding audio-visual training operation. A chance to get into a stable industry with a company having a liberal benefit program including profit sharing.
Send complete resume including age, experience, education and expected starting salary to:
Box 2898, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SALESMAN
Top national consumer magazine has opening in St. Louis office covering midwestern territory. Selling experience required. Send resume in confidence.
Box 2878, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LAYOUT MAN AND ILLUSTRATOR — who can produce good contemporary layouts. Diversified work in 20-man art department of Southwest's largest printing and lithographing concern. Good schooling and experience necessary. Stable employment. Comprehensive employe benefits program. Write direct to Ted Hawkins, Art Director,
McCORMICK-ARMSTRONG CO., INCORPORATED
1501 East Douglas Wichita, Kansas

ART DIRECTOR—MIAMI AGENCY
Come LIVE year-round where others only hope to vacation. Need versatile, young, creative man for one of Miami's larger agencies. Good salary plus chance to share profits. Send resume and samples to:
STEINER AND WALL ADVERTISING, INC. 2890 N.W. 7th Street, Miami, Florida

WANTED
a man with several years agency or commercial advertising experience. Age not important. Experience and knowledge of personnel, interested in placement counselling work with an established employment agency.
Box 2901, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

FREE-LANCE COPY/LAYOUT MAN
serves Metropolitan N. Y. area.
Box 2860, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

AD MANAGER
Young, personable, hard worker. College grad, vet with 5 yrs of well-rounded adv experience on home appl, travel, auto and indl accts with both manufacturer and large 4A agency. Contact, merch, copy and market research. Will relocate, but prefers East Coast.
Box 2887, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Heavy food background handling top accounts in meat packing, baby foods, and dairy industries. Young (30), exp. 2 top AAAA agencies, self starter with proven record. Salary bracket-$14-$16,000.
Box 2891, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER-RESEARCHER-GAL FRIDAY
Seeks interesting job on Long Island in advertising, radio or editorial. Top 4A and network experience. No steno.
Box 2906, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FEMALE—Advertising Space sales
College—good sales background
Box 2903, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AD SPACE SALES TRAINEE
Industrious young man with proven sales and promotion exp., earnestly desires magazine space sales trainee position.
Box 2905, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

WINSTON CHURCHILL
Is an example of a Renaissance Man whose diversified talents enable him to bring true creative thinking to his work. If you are an agency or co. needing a Renaissance Man in mktg. research or mktg. policy analysis, I can help you. Successful bkgrd. in retailing and wholesaling. B.S. degree cum laude in mktg. Courses in research and psychology. Married, 25.
Box 2904, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

COPY, pkg. goods. High-standards, fast-growing Midwest agency. **$18-20M**
AE, pharmaceuticals, important agency. **Open**
TV WRITER & rough visualizer, major agency. Can be young if highly creative with some major-account experience. **to 15M+**
SPOT TIME BUYER, an administrator. Some travel. Midwest. **12-13M**
MANAGING EDITOR, trade paper. South. Can be older man. **to 9M+**
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353 Chicago

WANT A MONEY MAKER?
Suburban weekly newspaper property. 4,000 pd. cir. $4.00 yr. Large advertising revenue. Has modern job printing plant with term contracts. Now nets over $20,000 per yr. Potentials unlimited $25,000 will handle. Phone Mr. Yeager, Graceland 7-3478. Chicago.

MAJOR APPLIANCE MANUFACTURER SEEKS CREATIVE ADVERTISING MAN
The Maytag Company offers a rare opportunity for a man to supervise its dealer advertising program. Responsibilities include developing and promoting a national program of dealer advertising materials and assisting in planning national advertising programs. Prefer college or university graduate with advertising experience. Send complete personal résumé and salary requirements to:
John Conde, The Maytag Co.
Newton, Iowa.

POSITIONS WANTED

COPYWRITER (ALL MEDIA)—10 YEARS EXP. Employed (4A Agency) but needs greater challenge and opportunity. Highly creative. Exp. includes Copy (top accts. top NY 4A agencies), Advt.-Sales Prom. Mgr. (major industry), Sales Prom. AE & Writer (Network). Young (35). Married. Will relocate.
Box 2425, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Woman editor, 30, business paper exp. including foods, cosmetics, etc., wishes to relocate in Midwest or West Coast.
Box 2907, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

INTRODUCTORY OFFER $10,995
Account executive—contact man, 13 yrs. exp. including sales estimating, traffic & production. Married. Replies in confidence.
Box 2908, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DRILLING FOR AGENCY, CLIENT, OR SALES SLOT
5 yrs. exp. as A/E, Sales Pro. Mgr, and Copy. Single, 29, CG. AF Vet, Will Travel. P. O. Box 58, TRUMBULL, CONN.

WILL BE IN CHICAGO SEPT. 26, 27
to be interviewed for AE or Adv. Mgr. position in Chicago or Midwest. Now employed W. Coast as Senior AE. 15 yrs. experience, capable, versatile, creative producer, strong on copy and ideas, varied background industrial, consumer, direct mail, mail order, publicity, contact, planning, etc. University grad., start at $12,000. To arrange meeting, write . . .
Box 2910, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Free-Lance Copy, Concepts, Campaigns
Full-time Copy Subcontractors—All Media
the copy shop MU 3-1455
270 Madison Avenue, New York City 16

I am seeking a position in advertising management or similar. Have two years of college plus five years of the complete graphics art field. Salary open, willing to relocate if necessary. Call **Cr. 2-0153** or write **R. Miller Jr. 2049 Illinois Rd., Northbrook, Ill.**

Available after October 1st
ART DIRECTOR
Experienced agency and studio creative layout and design; know production; will locate in Chicago only.
Box 2909, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SAN FRANCISCO
Successful Eastern space salesman newly migrated desires immediate association with industrial or consumer publication. Broad experience. Best references. Age 35
Box 2915, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

Daily newspaper group re-aligning representation would like to hear from firm or individuals covering New York, Chicago, Detroit. An exceptional opportunity. Write
Box 2912, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

LOOKING FOR AN EXPERIENCED COPY MAN?
This man can analyze sales problems, come up with selling ideas, then write convincing ads that move merchandise. Ten yrs. agency exp. Now copy supervisor. Will re-locate.
In Chicago phone DE 2-5626 and he will return your call, or Write Box 699, Advertising Age 200 E. Illinois St., Chicago 11, Ill.

PLANT SERVICES
ASSEMBLY & COLLATING
Services Available
Company-owned plant seeks outside contracts at extremely low cost to stabilize production.
Write: G P PACKAGING CORP.
498 Nepperhan Ave.
Yonkers, N. Y. or
Call New York Office
Circle 7-3860

REPRESENTATIVES AVAILABLE

PUBLISHERS REPRESENTATIVE
NEW ENGLAND
Experienced representative. Travels all New England. Industrial and consumer experience. Excellent connections. References. Write:
Box 2892, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SPACE SALESMAN DESIRES TO REPRESENT TRADE OR CONSUMER PUBLICATION IN DETROIT AND MICHIGAN
Box 2911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION WANTED
New York based representative; member Association Publishers Representatives; specializing industrial space sales, Eastern territory. Over twenty years experience. **Charles S. Roever, 53 East 55th St., New York 22, N. Y.**

BUSINESS OPPORTUNITIES

PRESTIGE ADDRESS
Prime Michigan Ave., office space to share with established PR firm. Ideal for single practitioner servicing a sound account or two.
Box 2995, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Small competent public relations company in London handling two clients of international reputation wants to expand by forming an association with a large advertising and/or public relations company in the United States looking for exclusive representation in the United Kingdom and Western Europe.
Box 2893, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

PUBLISHERS—Do You Need Lower Cost Printing?
We are publishing house owning unionized printing division producing our own magazines. Big weekly forces maintenance of large mechanical staff. Have non-peak hour problem and you gain. Can handle complete job (or any part) in composition, presswork, mailing, fulfillment, etc. Contact **Charles Rueger - 2160 Patterson Street - Cincinnati 22 Phone: DUnbar 1-6540.**

DELUXE APARTMENT 3-rooms balcony Near North Chicago to share with advertising space sales executive.
Box 2913, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

FOR SALE IN FLORIDA!!!!
WEEKLY NEWSPAPER also OUTDOOR AD CO. See details of these and over 100 Florida businesses for sale in Sept. **FLORIDA BUSINESS OPPORTUNITY DIGEST** Trial sub. 3 mos. ONLY $4 or 6 mos. $7.
DIGEST X11006 (AA), Ft. Lauderdale, Fla.

$30,000 AND UP. If you have a spark of sales or organizational ability, your earnings will be limited only by the time you can devote to a new business already established in the West and moving rapidly into the East. Minimum investment required. Interviews Boston, Philadelphia or New York. Write
Mr. T. A. Noble, 135 East 39th St., New York 16, N. Y. LE2-9921

Creative thinkers' haven. Chgo. 3rd fl. walk-up furn. or unfurn deluxe 7 room efficiency. 2 baths, 7 closets. Dec. IC-CTA trans. Will consider responsible gals or guys. Priced right. Give phone number.
Box 2914, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLICATION WANTED
Business magazine publisher wishes to buy industrial publication. Cash or short or long term financing.
Box 608 Advertising Age
630 Third Ave., New York 17, N. Y.

Sales Promotion Assistant
Our Sales Promotion Manager needs an aggressive assistant who can help place and follow-through independently on Sales Promotion programs. He should have a good writing background to be able to develop collateral material for national advertising campaigns . . . have a good knowledge of production and an interest in developing administrative talent. Leading midwest business machine manufacturer offering excellent benefits and good gross opportunities. In replying, please state salary requirements.
BOX 700, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO A TRADE PAPER PUBLISHER WHO NEEDS A MAN HE NOW CAN'T AFFORD

Agency V.P. is interested in talking with the principals of a solid trade paper with the view that he will assume an important selling and promotion function on that publication.

This man's record as an account executive and creative man is outstanding. Because he has a special fondness and aptitude for the publication field—and because he is sure his contribution to a trade magazine publisher will be substantial—he wishes to return to that field.

He has served with distinction as a sales promotion director with leading multi-million circulation consumer publications. He knows space selling and how to improve it; is skilled in all phases of media promotion and research. He has an unusual creative flair; is a born salesman...has friends in most leading agencies in New York.

For the right kind of growth potential he will accept a modest salary now (his earnings have been far more than you can afford to pay him at this juncture) with the expectancy that increased billings will have their reward.

BOX 696, ADVERTISING AGE, 630 THIRD AVENUE NEW YORK 17, N. Y.

Opportunity in Southern California for

"OLD PRO" MAIL ORDER COPYWRITER

Largest mail order agency west of Chicago has immediate opening for seasoned mail order copywriter. Must have broad experience in writing ads, inquiry follow-up letters, decoys, pay-ups, duns, etc., for home study accounts, book clubs, direct selling companies, necktie or shirt companies, etc. Prefer man 45-50 with at least ten years experience. *We are not interested in any copy experience other than in this field.* Excellent working conditions. Salary open. Please send letter, stating accounts worked on, salary requirements and date available, enclosing representative sample of ads and letters you've written. No telephone calls, please. All replies held in confidence.

Wallace O. Laub, V. P. • Van der Boom, Hunt, McNaughton, Inc.
672 So. Lafayette Park Place • Los Angeles 57, California

IF ADVERTISING IS YOUR BUSINESS
PLACING YOU IS OURS!
Melba Oliver
Specialized Personnel Service, Inc.
829 EUCLID AVE. CLEVELAND 14, OHIO
Serving the Midwest for over 20 years

OPPORTUNITY FOR
POINT-OF-SALE ARTIST

Fast-growing South Carolina agency with large national accounts is looking for artist to head up Point-of-Sale Department.

Man we are looking for must be able to create and comp. He is now in an art service, agency or with a large national advertiser.

Opportunity in work. Pleasant gracious living.

Send complete résumé, including age, salary, experience and references to

Business Manager
Henderson Advertising Agency, Inc.
P. O. Box 1700
Greenville, S. C.

CUTS HALFTONES ETCHINGS
5 SQ. INCHES FLUSH MOUNTED Overnight by Airmail. 1.65
Larger sizes, proportionately priced.
Ward Kah Box 87-A Glendale 6, Calif.

SALESMAN
OUTDOOR ADVERTISING

Here is an opportunity to join the sales staff of one of the major (not GOA) ODA plant operations. This is a top-flight position of high potential return and calls for a man who can think creatively and translate those ideas into the action which brings in contracts.

We are looking for a man who is now a salesman to take over and handle an excellent list of accounts, selling one of the largest markets in the country. He must have a good knowledge of the OD medium and how to apply it to the problems of the accounts on his assignment list.

We are an old established operation and one of the leaders in the industry . . . we have grown and stayed on top by reason of aggressive sales and management policies and the new member of our team must be able immediately to become an important part of this sales staff. You will contact top-flight people and must be able to "talk their language" clearly and forcefully.

We prefer a man about 40-45 years of age. Please write giving—in confidence—full particulars on your background and experience to Box 698, Advertising Age, 200 E. Illinois St., Chicago 11, Ill.

BIRCH Personnel Service, Inc.
The Midwest's outstanding placement service for Adv. • Art & allied fields.
By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

COPYWRITER

We need a copywriter who is:
Young but has at least two years experience — doing bright, fresh copy, based on the sound understanding of the job to be done.
Obviously succeeding but thinking of a change. Anxious to join a young, dynamic creative group.

And wants to work for a company in the Los Angeles area with a great present and a greater future in a fascinating consumer industry.

Send complete résumé including salary requirements to:

Box 27 R 438
ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, California.

Ralph Lazrus, 61, Benrus' President, Top Marketer, Dies

NEW YORK, Sept. 9—S. Ralph Lazrus, 61, president of Benrus Watch Co., died Sept. 4 of cancer at Memorial Hospital.

With his two elder brothers, Benjamin, now retired, and Oscar, board chairman, Mr. Lazrus built Benrus from a small shop in 1919 to one of the outstanding marketers in the industry.

It now operates plants both in this country and in Switzerland.

The original idea was Benjamin's, and the company took its name from the first syllable of his given name and the last syllable of the family name. The three brothers invested their combined savings of $5,000 and started importing Swiss watch movements and casing them here.

S. Ralph Lazrus

As the company grew they separated their functions. Ralph took charge of marketing, merchandising and advertising; Oscar directed the company's finances, Benjamin its manufacturing activities. Ralph Lazrus traveled extensively in this country and Europe and was considered one of the leading watch salesmen of his time.

■ He supervised the company's advertising, but left the details to the advertising department and the agency. The account was handled for 30 years by J. D. Tarcher. It moved with him in 1953, when the Tarcher agency joined forces with Cecil & Presbrey. In 1954, when Mr. Tarcher joined the Biow Co., the $2,000,000 Benrus account went with him (AA, Sept. 27, '54). It also moved with him in 1956, when he joined Lennen & Newell (AA, May 7, '56). But in 1958 Benrus moved to Grey Advertising Agency (AA, Oct. 20, '58), and Grey now handles the account.

In 1957 Benrus named Burke Dowling Adams Inc. to handle a new low-priced watch line, the Sovereign, but moved it recently to D'Arcy Advertising Co. (AA, July 20).

■ Harvey M. Bond, advertising director of Benrus, told ADVERTISING AGE today that Mr. Lazrus was always keenly interested in the company's advertising.

"He regarded it," Mr. Bond said, "as the most effective sales tool the company could use. Mr. Lazrus felt that retailers were only salesmen for the company to the consumer, and that it was imperative for the company to sell the consumer through its advertising in order to make the retailer's job easier and surer."

■ Mr. Lazrus started his career as a traveling salesman for a small New York jewelry wholesaler. During World War I he served in the Navy. Following the war he again went on the road, selling watches for the new Benrus Watch Co.

Early this year, he initiated a new marketing program "to restore waning consumer confidence in watches" and "to stabilize the watch industry." He hoped to do this with a new line of 17-jewel watches made to sell for $25 each, backed by an unconditional three-year guarantee on everything but the watchband (AA, Feb. 2).

In 1955 Mr. Lazrus "hit pay dirt" with a trade-in plan, which offered consumers a flat $10 and $20 for old watches, regardless of age, condition or make (AA, July 18, '55).

■ Mr. Lazrus was active in industry, community and philanthropic affairs. He served five terms as president of the American Watch Assn., was an active member of the advisory council of the Democratic National Committee and was a member of the board of trustees of the Federation of Jewish Philanthropies of New York City.

In addition to his brothers, Mr. Lazrus' survivors include his son-in-law, Stanley Karp, secretary of the company, and his nephews, J. K. and Julian, sons of Oscar, who are exec vp and treasurer, respectively, of the company.

Fine, Fast, Fairly Priced Photography
pics photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO
PUBLICITY CONVENTION COMMERCIAL INDUSTRIAL

EXPANDING ADVERTISING AGENCY
In Growing Southeast Needs

Research Assistant—experience in all phases of consumer and media research helpful, but not necessary—ability to write clearly, deal with people and grow into more responsible position essential.

Media Buyer—heavy TV activity required, knowledge of other media helpful but not necessary.

Successful applicant will be working in a modern building, designed for agency operation, with "top" talent associates. Profit sharing, outstanding group insurance program and other benefits. Agency located in a rapidly growing community of friendly people—a wonderful place to live and raise a family.

Write—Business Manager
Henderson Advertising Agency
Box 1700, Greenville, S. C.

PRODUCT MANAGER

For a responsible position with excellent growth potential. The company is a progressive, rapidly growing ethical pharmaceutical manufacturer, located in the Midwest. We need a highly trained marketing man with strong experience in consumer package goods (drug or food). A candidate should have a background as a Product or Brand Manager or equivalent broad marketing experience. Five-figure starting salary, stock option, and liberal benefits.
Replies (in confidence) should include personal data, education, experience and salary record.

BOX 697, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

JAY DRESNER

YONKERS, Sept. 10—Jay Dresner, 68, research director of Pace Advertising Agency, New York, died yesterday at his home after a long illness. He had undergone an operation for cancer a year ago.

Born in Bayonne, N. J., he served in the Army during World War I. Following the war, after a few years as a salesman, he organized his own advertising agency in New York, specializing in vocational school advertising. He subsequently merged his agency with the former Gunn-Mears Advertising Agency and was associated with it for several years as a vp and account executive. About eight years ago Mr. Dresner joined Pace Advertising Agency.

He was also publisher of *Beauty's Workshop*, a quarterly magazine for beauty shops, which he started in 1939.

MARGUERITE HUNTER

NEW YORK, Sept. 8—Marguerite Dougherty Hoaglund Hunter, 61, known in the broadcasting industry as Pat Dougherty, one of the first women to produce, direct and write radio soap operas, died Sept. 1 following an operation at Memorial Hospital. She was the wife of Graham Hunter, vp and director of Firth Carpet Co.

Born in Brooklyn, Mrs. Hunter started her career as a copywriter with Lord & Thomas. In the early 1930s she was sent to National Broadcasting Co. by the agency to supervise a commercial radio show for American Tobacco Co. Out of this came "The Lucky Strike Hit Parade."

She then joined Ruthrauff & Ryan, where for almost ten years she supervised Lever Bros. shows. She made the innovation of using characters on the "Aunt Jenny" programs to do commercials.

Later, for Dancer-Fitzgerald-Sample, Mrs. Hunter worked on Procter & Gamble shows including "Perry Mason" and "Life Can Be Beautiful."

■ In 1955 Mrs. Hunter became a consultant for Young & Rubicam and supervised the tv show, "Portia Faces Life," for General Foods.

Later she undertook to write a history of the Scottish people, the first volume of which was completed in 1957; she had just completed a second volume a short time before her death.

EUGENE K. BUTLER

CHICAGO, Sept. 8—Eugene K. Butler, 52, manager of marketing services of Belden Mfg. Co., died Saturday, apparently of a heart attack, in his home.

Mr. Butler joined Belden, a wire producing company, in 1933 in the sales service department. He became sales manager of the industrial division in 1948 and was named to his most recent post in 1958.

He was educated at Culver Military Academy and the University of Illinois. He was in the banking business before joining Belden. Survivors include the widow, Doris, publicity director for the Art Institute of Chicago, and a son, Eugene K. Jr., space salesman for the *Chicago Sun-Times*.

Courtaulds Sets Record Push

Courtaulds (Alabama) Inc., textile fiber producer, has scheduled the "biggest men's apparel consumer campaign" in its history this fall. Two separate series of ads will run in *Sports Illustrated* and *Playboy*. A different men's sportswear manufacturer will be featured in each ad. The campaign is running from September through November. Mogul, Williams & Saylor, New York, is the agency.

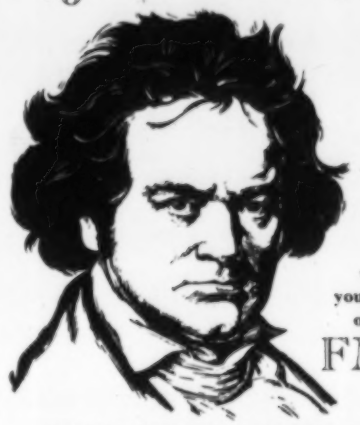
Scheffels to Smith, Hagel

Paul F. Scheffels, formerly of J. M. Mathes Inc., has joined Smith, Hagel & Knudson, New York, as director of public relations.

Goodrich Names Heinlen

William H. Heinlen, formerly acting manager of international sales of B. F. Goodrich Chemical Co., Cleveland, has been appointed marketing manager of the international department.

1/3 now you can hear more Beethoven



when you hear it on GRANCO FM radio

Musicians and technicians agree . . . whether it's Beethoven, Bing or Bop . . . you hear *all* the music when you hear it on FM, especially FM the way Granco makes it. These precision radios are electronically perfected to assure flawless, drift-free reception. Every sound — loud or soft — comes through with crisp "live" presence when you are tuned in to a Granco FM Radio.

Granco brings you FM from $19.95 GRANCO at fine stores everywhere or write GRANCO PRODUCTS, INC. LONG ISLAND CITY 1, N. Y.

America's leader in FM and Stereo High Fidelity

FOR LONG HAIRS—*One-third better listening via fm is touted in this quarter-page b&w Granco Products ad slated for the October Esquire. Other ads go into House Beautiful, Time and The New York Times Magazine. Robert Whitehill Inc., New York, is the agency.*

Three Companies Report Changes in 100 Leaders Listing

CHICAGO, Sept. 10—American Home Products has reported a more complete lineup of its agency personnel listed in the special section of ADVERTISING AGE covering the 100 leading national advertisers (AA, Aug. 31).

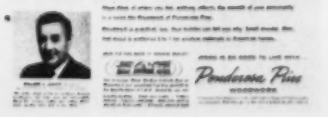
Ed Funk, who was listed as account executive, is now account supervisor and Paul Chusid is account executive at Paul Klemtner & Co., the agency for American's Ayerst Laboratories division. Similarly, Robert G. Wilder is account supervisor and Albert P. Plinaro is account executive at Lewis & Gilman, the agency for American's Wyeth laboratories division.

[*For an intensive new listing of marketing and agency personnel for General Foods Corp., see Page 122.*]

■ These other changes in the 100 leaders section should be made:

Doherty, Clifford, Steers & Shenfield reported that R. Richard Carens and Jack Benoz have replaced Martin Oeschsner and Francis J. Doherty as account supervisor and account executive respectively, for Eastman-Kodak Co.'s Eastman chemical products division.

And Mobil Oil Co.'s public relations manager is Paul Wollstadt (not Woolstadt). In the footnote to the table of Mobil ad expenditures, the $261,254 expenditure was for painted boards and spectaculars, not printed boards and spectaculars. #

In the East, Homebuyers Demand the Livability of
WOODWORK


REGION—*The Ponderosa Pine Woodwork Assn. launches its fall campaign with four-color pages in The Saturday Evening Post regional editions. Ads will be similar except for the dealer featured in the five SEP areas. Western Advertising Agency, Chicago, is the agency.*

FTC's Kintner Warns of Crackdown on Co-op, Anti-Trust Violators

(Continued from Page 1)

on the problems of cooperative advertising. I believe that if you inquire of some of the responsible leaders of the advertising industry you may discover their concern that certain practices—legally speaking and particularly from the standpoint of Robinson-Patman Act compliance—may be getting out of hand. If I also convey the possibility of future government storm clouds, then you have correctly interpreted my reason for being here."

■ Coupled with his strong warning on co-op was a passage expressing his concern about another touchy problem: A feeling here that business men are less than diligent in trying to live within the anti-trust laws.

Getting emphatically on record on this point, Chairman Kintner closed by warning that the anti-trust laws are here to stay, and that business men, in their own interest, must become more conscientious in abiding by them.

Anti-trust laws, he said, "are a necessary part of the warp and woof of our economic system. They stabilize and insure the continuation of this system. Their support is a bipartisan matter."

Noting that Congress recently voted overwhelmingly to put sharp new teeth in the penalty sections of the Robinson-Patman Act, he commented:

■ "There is little reason to predict that the Robinson-Patman Act will be made less stringent; sober realism suggests further congressional strengthening, unless business men make a good faith effort to abide by both the letter and the spirit of the existing law."

Too often, he conceded, extreme attitudes on the part of both business and government have prevailed. But, he said, business attitudes are directly related to enforcement policy.

"If the government has a fair policy and encourages voluntary enforcement," Chairman Kintner said, "the business community has a concomitant responsibility to adjust to the law.

"Unfortunately, there is sometimes a lack of understanding of this situation," he commented. "Some business men tend to condemn the present laws without knowing the situation. Others attempt to walk as close to the anti-trust regulation cliff as possible without falling off.

■ "You should understand that you have a responsibility to comply with the law. You have excellent counsel available to advise you—not only to represent you in litigation, but to help you adjust to the law's requirements. Too often business has not discharged its responsibilities in this area."

Good faith compliance pays, he observed:

"By assisting enforcement officials to eliminate illegal practices, you may also be taking the most effective route to the avoidance of piecemeal legislative solutions further restricting free markets."

At one point he departed from his text to voice alarm over business men who run to Congress for legislation exempting them from various provisions of the anti-trust laws.

"I am deeply concerned," he interpolated, "at some of this crazy legislation I find sponsored in Congress. It would nibble away at the free enterprise system until there is nothing left."

Sketching the commission's mounting interest in co-op abuses, he noted that only 109 complaints for illegal promotion allowances under Section 2 (D) of the Robinson-Patman Act have been issued since its adoption in 1936, but that 73 of these have been in the past six years.

He said the fact that 68 new cases currently are under investigation or review does not indicate the full number of suppliers and merchandisers who may be heading for trouble over co-op.

Each time a food chain is investigated for receiving suspicious co-op, he explained, a "representative" number of suppliers are involved in the same investigation.

"One food store investigation under Section 5 of the FTC Act, therefore, may well involve investigations of as many as a dozen food manufacturers who have participated in an anniversary sale or other special promotional program."

■ Other suppliers are heading for co-op trouble as a result of investigations currently under way in situations where jobbers have banded together to publish their own catalogs, he said.

There are seven catalog cases currently in the investigation stage. Chairman Kintner revealed that before the investigations are completed, the commission will probably have a substantial list of suppliers whose payments can be questioned.

"These organizations solicit manufacturers to purchase expensive advertising space in such catalogs," he explained. "Here again, our field offices have been instructed to select a number of participating advertisers for purposes of separate Section 2 (D) complaints."

The legal theory behind these catalog investigations stems from a private case against A&P he pointed out. In that case payments by manufacturers for ads in A&P's magazine, *Woman's Day*, were held to be unlawful.

"This ruling was made," he emphasized, "despite the fact that competing purchasers did not also publish a magazine, the court stating, 'An offer to make a service available to one, the economic status of whose business renders him unable to accept the offer, is tantamount to no offer at all.'"

■ His comprehensive discussion of legal problems raised by co-op started with the observation that the general purpose of the Robinson-Patman Act is to prevent large buyers from using economic power to extract favorable prices which are not granted to others.

But it wouldn't take the smartest lawyer in the world to figure a way around a law which merely banned discriminatory discounts, he commented. So Congress anticipated efforts to evade the law by including Section 2 (D), which makes it unlawful to grant an advertising allowance unless it is "available on proportionately equal terms to all other customers competing in the distribution o the product or commodities sold.

"Many of the current co-op abuses involve reports that co-op is granted and collected even though it is not actually used for advertising," Chairman Kintner reported. In other instances, co-op is arranged so that it is available to some customers, but not others.

■ An example cited by Mr. Kintner involved a candy manufacturer who gave its three largest customers a 4% discount from invoice as a promotional allowance for advertising. Since no effort was made to "police" the expenditure of promotional allowances after they were given, FTC could regard this as an illegal price discrimination.

■ "Furthermore," he said, "anyone injured by this law violation may sue for three times his damages and the cost of the suit, including a reasonable attorney's fee. And what some attorneys regard as a 'reasonable' fee may surprise you."

If the same manufacturer requires the same three customers to make a showing that the allowance was spent for newspaper allowances, his plan is still subject to examination to test whether it was available to all other competing customers, the FTC chairman said. Once again, if the offer is not on proportionately equal terms, FTC action is possible and treble damage liability is incurred, he said.

■ Under the law, Chairman Kintner cautioned, customers competing in resale of a seller's merchandise must be afforded equal opportunity to share in payments for promotional services.

"This necessarily connotes knowledge of the possibility of receiving such payments, and a seller who fails to inform all of his competing customers of the fact that the payments may be obtained fails to make them available," he explained.

On the other hand, he noted, "availability" need not necessarily mean that identical benefits are within reach of all outlets.

In a series of soap cases decided in 1953, he recalled, Lever Bros., Procter & Gamble and Colgate-Palmolive were using contracts granting allowances, for sales promoted by store displays, in radio, newspaper or handbill advertising. A variety of plans were offered, with allowances based on the kind of promotion medium used.

■ Originally FTC complained because the largest allowances—for newspaper ads—were beyond reach of small stores. It also said allowances, on a per case basis, were unrelated to the cost of advertising furnished, enabling large quantity purchasers to receive disproportionately more than small quantity purchasers.

Ultimately FTC decided there was no evidence to support the contention that payments were not reasonable. "Important in the decision," Chairman Kintner noted, "was the fact that the soap companies offered alternative promotional allowances for those purchasers who did not wish to use the more expensive advertising media. And no evidence was produced to show that the promotional benefits were tailored to fit only favored customers.

"It is not necessary that every feature of a promotional plan be usable and suitable to every buyer, so long as reasonable alternative benefits are available to all competing buyers," he explained. "When this condition is met, and if the plan is honest in its purpose and fair and reasonable in its application, it is not likely that a seller will encounter any serious difficulty."

■ Other past litigation which he cited in the co-op field hinged on an arrangement where retailers received indirect benefits after suppliers purchased time on tv stations.

Here there were two complete sets of contracts, Mr. Kintner pointed out. One set involved purchase of time by suppliers, including Lorillard and General Foods, while a separate set—between the broadcaster and food chain—gave the food chain air time in exchange for in-store promotion space which was to be available for the broadcaster's use.

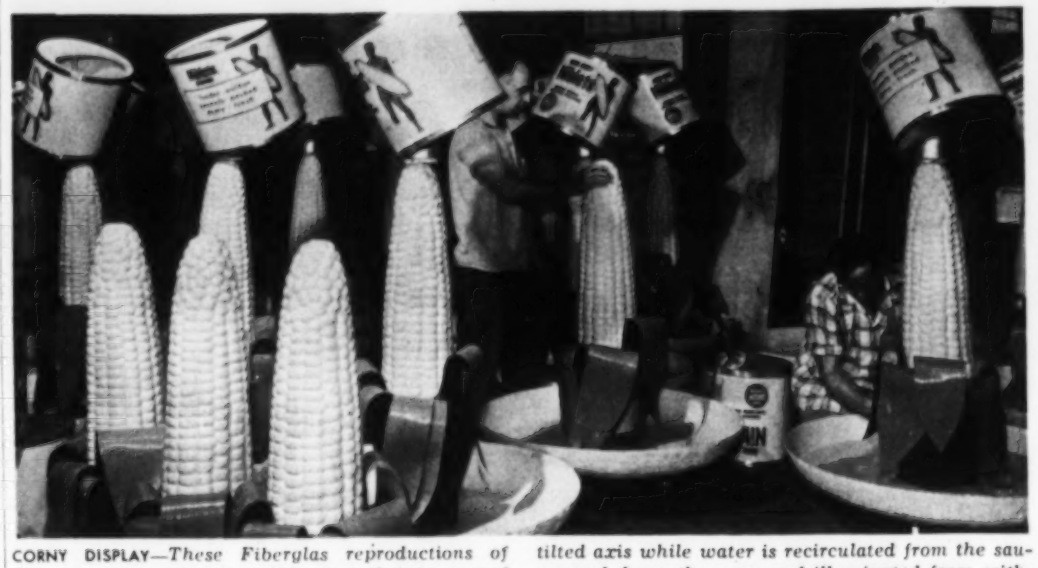
Denying they had taken any action "to or for the benefit of the customer," Lorillard and General Foods contended none of the contracts between them and the broadcasters provided for furnishing of radio and tv time to any grocery chain, Chairman Kintner noted. They also pointed out that broadcasters had to furnish air time irrespective of whether the chains were called on to provide in-store promotions.

■ In the court of appeals, FTC argued that while the sets of contracts were separate, both sets "were carefully dovetailed and tightly linked together under plans which were vividly depicted in circulars and brochures." The court's majority upheld what it characterized as the commission's refusal "to wear blinders" in insisting that "the entire series of contracts be viewed as a whole."

A recent case involved a company which introduced a co-op plan limited to merchants who could show their ads adhered to the firm's suggested retail prices.

■ Since the company was not selling under fair trade, FTC ruled the plan illegal because it was not "available" to all dealers handling the product.

This company is already under a cease and desist order stemming from earlier promotion plans, but compliance action may not necessarily follow, Chairman Kintner added parenthetically, because further proceedings in this matter depend on a number of factors which, at this point, are unsettled. #



CORNY DISPLAY—*These Fiberglas reproductions of ears of corn, scaled kernel-by-kernel from a real ear of corn, stand 11' tall (on a 5' base), rotate on a tilted axis while water is recirculated from the saucer and down the corn, and illuminated from within. The display was designed by Displaymasters Inc.*

New Magazine for Real Estate Buyers Will Start in N.Y.

NEW YORK, Sept. 10—A new consumer real estate investment monthly—*National Real Estate Investor*—will bow next week with a controlled circulation of 50,000 and a base one-time advertising rate for a b&w page of $600. It is published by Dornost Publishing Co., 1790 Broadway, New York 19.

In a statement of policy, the publisher says the new magazine "does not complement, duplicate or compete with any other publication now in existence. It is not a trade magazine. It is written for the doctor in Buffalo with excess funds for investment; the Chicago accountant giving fiduciary counsel to his clients; the New York manufacturing partners seeking sound outlets for company capital, the salesman, widow, attorney, storeowner."

In addition to the magazine, readers will receive a monthly newsletter of investment opportunities at an annual subscription of $10 for both the magazine and the newsletter. #

World Trade Bldg. Planned in Chicago

CHICAGO, Sept. 10—Plans have been announced for a $15,000,000 22-story International Trade Bldg. to be built here.

The Chicago Assn. of Commerce & Industry, which made the announcement, said the building would house permanent exhibit space for consulates, companies representing their nation's products, travel representatives and importers and exporters.

■ Securities Service Corp., owner of the site of the proposed building at 500 N. Michigan Ave., is also backer of the project. Starting date for erection of the building has not been announced.

A second Chicago group also announced that it plans to build a 36-story World Trade Bldg. in Chicago, but said exact location has not been selected. #

Carson, Pirie, Scott Plans to Merge with Block & Kuhl

Stockholders of Carson, Pirie, Scott & Co., Chicago department store, and Block & Kuhl Co., which operates 18 stores in Illinois and Iowa, will be asked to approve a merger of the companies at special meetings Sept. 30. Details were not announced. Carson, Pirie has a loop store and seven branch stores in the Chicago suburbs.

Zippo gets sure-fire response in LIFE

"The lighter that works" calls LIFE, "the medium that works"

"If your Zippo lighter doesn't work perfectly, you can get it fixed anytime—free!" Now how and where would you make a magnanimous offer like that?

For this unusual announcement, Zippo picked LIFE—a medium it has relied on for 16 years. The ad—it's a classic—ran in the May 26, 1958 issue, of LIFE.

Here's the box score: Sales rose sharply and are still going up; returns and correspondence were still coming in a year later; daily returns of lighters needing repairs rose 58% (Zippo is glad of the opportunity to give this service to owners); satisfied customer mail more than doubled.

And here's one for you: many of the lighters sent in were wrapped in Zippo LIFE tear sheets.

"They're still talking about the ad around here," says Jack McCutcheon, Advertising Manager, Zippo Manufacturing Co. "It's one of the big reasons we doubled our space in LIFE this year. LIFE has a quality approach, editorially, that's right in keeping with the Zippo lighter and the people it appeals to."

Now maybe you can't make the fabulous Zippo offer for your product. But LIFE makes this offer to you: send us your advertising—we'll see that it's delivered to the right people.

And you'll find yourself atop a climbing sales curve because . . . LIFE is "the medium that works."

Effectiveness is a fact of LIFE

KRON is TV in SF

San Franciscans are sold on KRON-TV

Prime Time Available in MAJOR MOVIE
10-11:30 PM Fridays
4-week cume up to 25.8%
Nielsen, July 1959

• SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •